

FEBRUARY 8, 1954

SHOE MANAGERS

The Magazine for Executives

CONFERENCE GROUP LEADERS URGE PROGRESSIVE STEPS

CHARLES SLOSERG: A Shoe Research Program.

ELI WHITE: Shoe Factory Engineering.

EDWARD A. OTT: Automatic Machinery Needed.

B. E. REED: More Mechanization.

RAYMOND PURTELL: Automation In The Shoe Factory.

FRED WEBER: Employe Training Programs.

H. C. LEVY: Toward Higher Productivity.

S. F. EAGAN: Simplification Through Technology.

ROBERT H. LEVERENZ: Machines And Men.

6th Factory Management Conference Report

200 Years of Progress in Shoe Technology

What About "Shoe Evaluation" Methods?

Difference Between Research and Testing

80 Conference Exhibitors Launch New Products

Also

Pratt School Meeting Called "Inquest"

First St. Louis "Shoe of the Month"



AVONITE TRADE MARK REG. SOLES

build up your children's shoe business

Here's the payoff on AVONITE SOLES

- FOR THE CHILDREN: Waterproof protection, flexibility without breaking in, even wear for the firm, flat foundation that growing feet require.
- FOR THE PARENTS: Reliable protection for their children's feet, for the shoe uppers, too. No marks on floors. Long, long wear that eliminates re-soling bills.
- FOR THE RETAILER: Customer confidence, repeat business, minimum returns and refunds, and increased profits.
- FOR THE MANUFACTURER: A fine sole material, uniform in quality, easily and profitably applied by all standard methods, with the Solemark of Quality that adds to the prestige of his own brand name.
- AVONITE SOLES pay off for all concerned. Be sure all your shoes for children have this nationally advertised sole.



AVONITE SOLES
are approved for the Official Girl Scout Shoe.

FACTORY MANAGEMENT

CONFERENCE—Booths 311-312

NETHERLAND PLAZA • Cincinnati

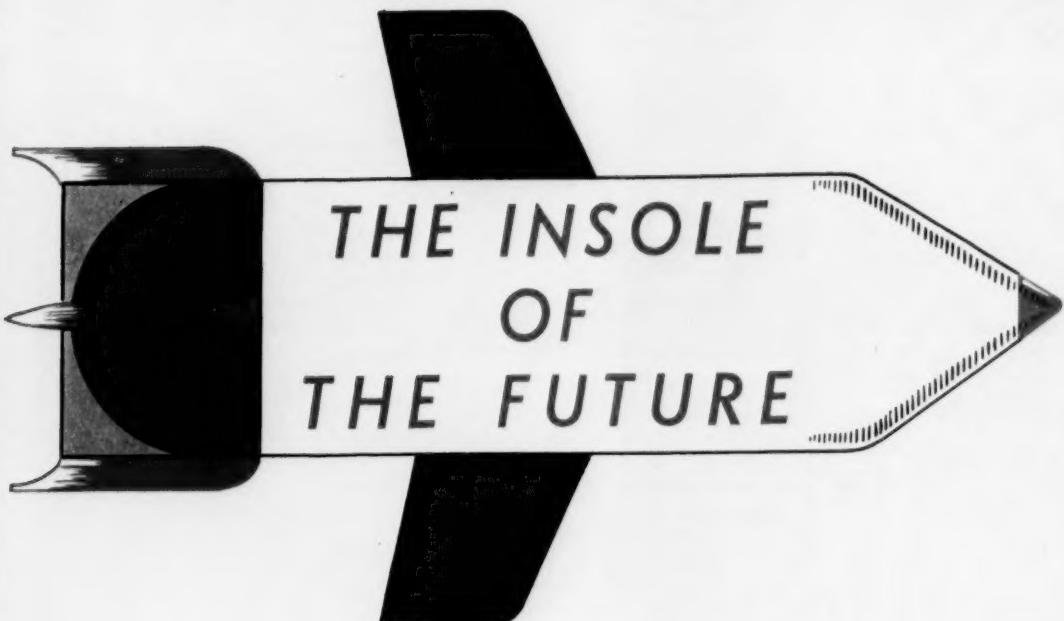
FEBRUARY 14-16

AVON SOLE COMPANY, Aven, Massachusetts

For forty-three years specialists in fine sole materials

Makers of the famous AVON DU-FLEX, CUSH-N-CREPE and DU-FLEX AVONITE Soles

not on all shoes... just the best ones



**THE INSOLE
OF
THE FUTURE**

BOOTH No. 427
Netherlands
Plaza Hotel
CINCINNATI, OHIO
February 14-15-16



PRIME MFG. CO.

545 Washington Street
LYNN, MASSACHUSETTS

LISTEN TO THIS!

More cows—quickly. Leading furniture designer George W. Reinoehl wants to cover floors of swank business offices with leather. He says such floors are as practical as leather furniture or clothing. At the recent Furniture Show in Chicago he showed a leather floor. We like the idea of leather floors—but Texas is going to have to import more bull from Washington to produce a helluva lot more cows.

Special edition for economists. A book just recently published is entitled, "How To Lie With Statistics."

200th Anniversary. Gloversville, N. Y., center of America's glove industry, is celebrating its 200th anniversary. In 1754 was established the first tannery there to make glove leathers. A century ago the first glove-making machinery was introduced. Today the U. S. accounts for about 30 percent of the world's leather glove output. New York state ships 80 percent of America's gloves, with most coming from the Gloversville-Johnstown area. U. S. glove business amounts to \$200 millions a year. The gloves are sold in some 40,000 retail outlets.



SHOE OF THE MONTH selected by the Shoe Fashion Board of St. Louis. The recently launched "Shoe of the Month" promotion by St. Louis shoe manufacturers is reported a "phenomenal success." The above shoe, the January selection, is a Barefoot Original by Wolff-Tober, is a black patent banded halter sling pump for Spring wear.

Shrinking feet. Earnest A. Hooton, America's celebrated anthropologist, says the muscles of the legs and feet of Americans are shrinking and weakening due to lack of exercise. He

bases his conclusions on measurements taken of Harvard students of today as compared with those of a half century ago.

We liked this advertising line. "Life is worth loafing!" by Florsheim Shoe Co.

Stolen sandal. Mrs. Vijaya Lakshmi Pandit, president of the United Nations Assembly, was forced to trudge barefoot through slush a couple of weeks ago, after she left a youth conference in Kalani, India. The sandals she had left outside the conference hall were stolen.

Anti-slip sole. Called "Tri-Vac," it's an anti-slip sole designed for Navy personnel on aircraft carriers. Designed by Al Fellman, lifelong shoe merchant. It's a patented tread made up of a series of circular designs which provide excellent traction and grip on wet, icy or oily surfaces. More than a million pairs have been used for flight deck boots and overshoes on slippery decks. Now being used on civilian storm rubber footwear; also on work shoes, gym shoes, heavy duty oxford, hunting and other sports boots.

LEATHER AND SHOES

Vol. 127

February 6, 1954

No. 6

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REPRESENTATIVES

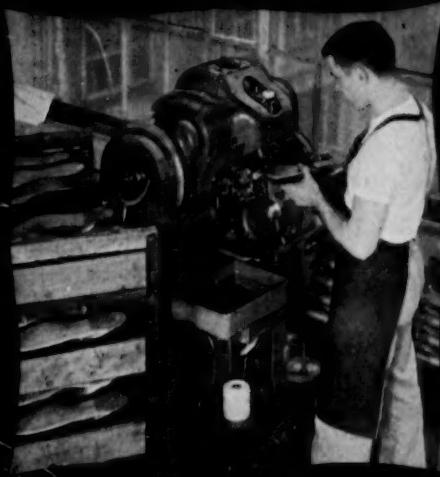
BOSTON 10, MASS.—Frederick G. Moynahan, George G. Dunning, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • WASHINGTON 4, D. C.—Joseph B. Huttlinger, 894 National Press Bldg., Executive 3-3733 • PHILADELPHIA 31, PA.—Cardwell E. Belding, 5201 Berks St., Greenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardon, 229 East Sixth St., Main 6662 • ST. LOUIS 16, MO.—Joe Schulte, Jr., 3618 Bowen St., Sweetbriar 3275 or Central 6913 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 799 Harrow Road, Sudbury, Middlesex, England, Arnold 7587 • SWEDEN & NORWAY—Nils Haralson, Drottninggatan, 2, Orebro, Sweden. Orebro 13027.

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LEATHER and SHOES



THREADS HAVE IMPROVED, TOO!

"Show me a man who knows threads — and I'll show you a Barbour booster!"

Barbour's has earned this high enthusiasm for its products because it never compromises with quality. Barbour's keeps pace with modern shoe machinery developments and provides shoe manufacturers with threads that can be relied on for mass-production accuracy and dependability.

Today, modern shoe manufacturing methods demand threads specially engineered for utility and style. Barbour's supplies great varieties of standard and special threads in cotton, linen and nylon to meet these demands. If you have a sole-sewing problem, remember there's a Barbour thread for every purpose — and a purpose for every Barbour thread.

Barbour's Threads

THE LINEN THREAD CO., INC.

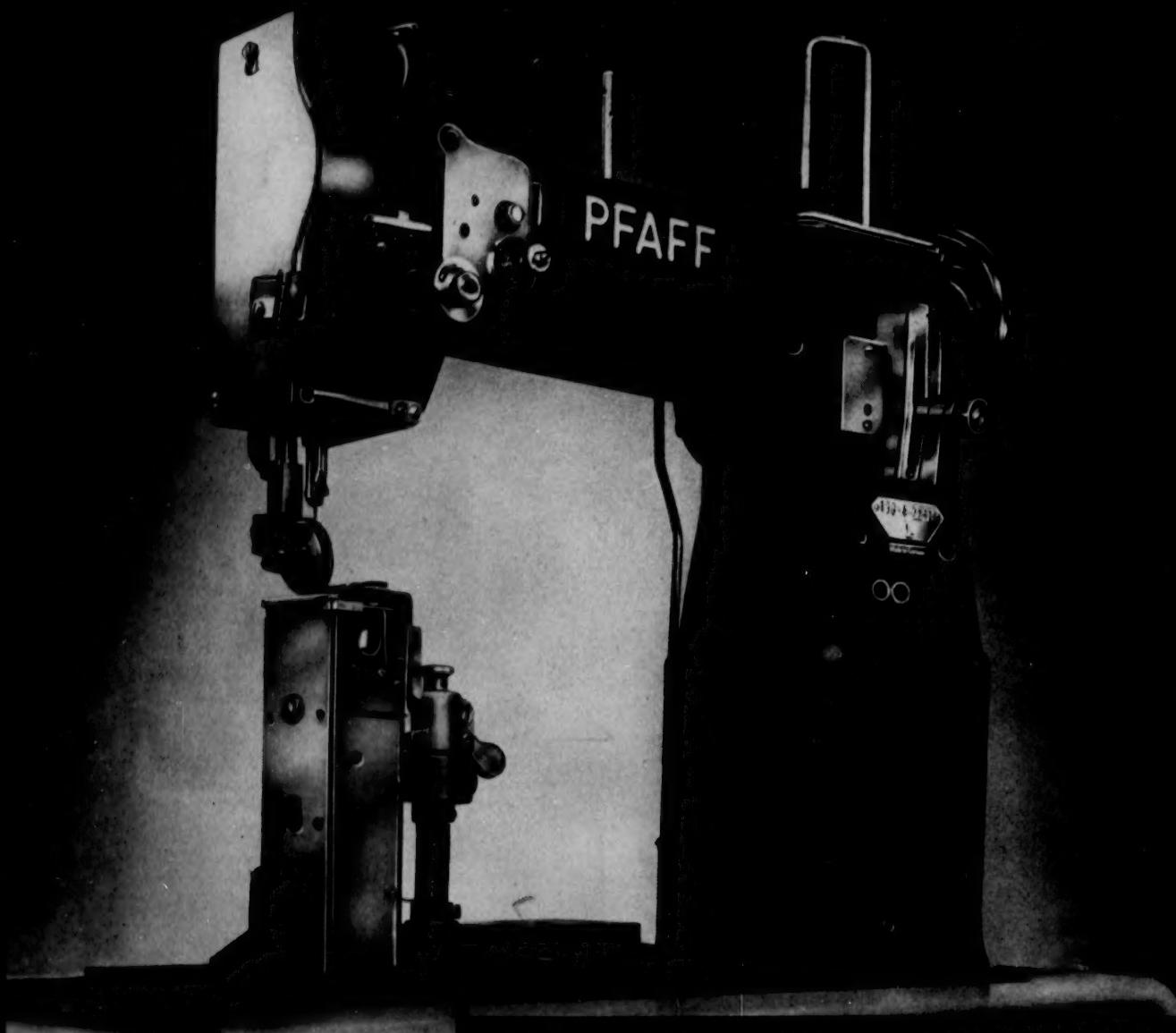
418 Grand Street, Paterson 1, New Jersey

60 East 42nd Street
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Baltimore 3, Md.
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BARBOUR'S THREADS LINEN Sinew Shamrock
Foremost Forward International Universal Lasting
Backseam "Closing"; COTTON Kanstrand and Pioneer
Braided Red Hand Littleway Thread Lasting
Shurseam Supertite Liberty Gold Medal Queen
Castle and Passaic Ready Wound Bobbins for Little
way and Goodyear Stitchers; NYLON Insteaming Lock
stitch Shuttle



There is a

**INDUSTRIAL
SEWING MACHINE**

engineered *for your particular problem.*

new
Andalfoam
cushion lining
revolutionizes
shoe
styles



**PENNANT SHOE* SCORES A FIRST BY INTRODUCING
FOAM-FABRIC VAMP LINING**

"ANDALFOAM" Cushion Lining . . . the newest in the new in shoes . . . is making its debut in Spring and Summer lines offered by the Pennant Shoe Company. A latex foam and fabric combination, "ANDALFOAM" lining has created a new puffed style for stitched vamps and new concepts of shoe comfort. This lining material gives shoes the soft feel that all manufacturers want.

"ANDALFOAM" Cushion Lining

simplifies production operations . . . serves as a plumper alone or as plumper and liner combined. In addition, the latex foam acts as a soft, absorbent air cushion that molds to the contours of each individual foot. It provides a snug, comfortable fit that never is too tight. For shoe lines that sell themselves . . . both in new styles and comfort . . . try "ANDALFOAM" Cushion Linings. WRITE TODAY FOR COMPLETE DETAILS.

* DIVISION OF INTERNATIONAL SHOE COMPANY

**ANDREWS-ALDERFER
COMPANY**

1088 Home Ave. • Akron 10, Ohio

Andalfoam means foam-coated fabrics

"ANDALFOAM" lining is produced by a patented process that permanently combines thin gauges of foamed latex and fabrics without the use of adhesives. Resulting combinations actually "breathe" . . . assure sales appeal and customer satisfaction.

Produced under U.S. Patents: 2,428,572 - 2,628,854 - 2,629,878 - 2,648,819 - 2,649,391 - 2,658,736 and Patents Pending.

"ANDALFOAM" lining and other foam-fabric combinations will be exhibited in BOOTH 423 at the FACTORY MANAGEMENT CONFERENCE . . . February 14-15-16 . . . Netherlands Plaza Hotel, Cincinnati, Ohio.

1794-AA

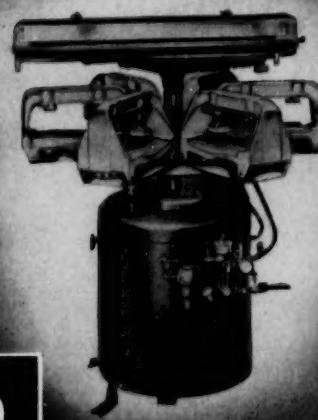
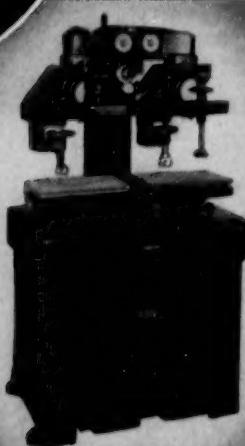
COMPO gives YOU..

the *Right* Combination for

the *Right* SOLE ATTACHING PRESS



COMPO has a press for every shoe need — depending on the type of construction and materials used. Ask a COMPO Shoemaker for suggestions on the best machine for your production requirements.



2

**STATION
"COMPOMATIC"**

COMPO'S NEW and Versatile Two-Station Press with such modern features as bladderless casings, split second controls, pneumatic sole attaching cycle. Ideal for use with COMPO Short Term Tack or Long Term Tack Pressure Sensitive Adhesives.

6

**STATION
"PERMAMATIC"**

A "Rotary" type six station Sole Attaching Press. This versatile space-saver features interchangeable jacks for men's, women's or children's shoes. Approximately 30 seconds dwell time. Use in combination with COMPO Heat Activated Flexible Shoe Adhesives or Pressure Sensitive Types.

SEE OUR EXHIBIT — PARLORS E & F at the FACTORY MANAGEMENT CONFERENCE

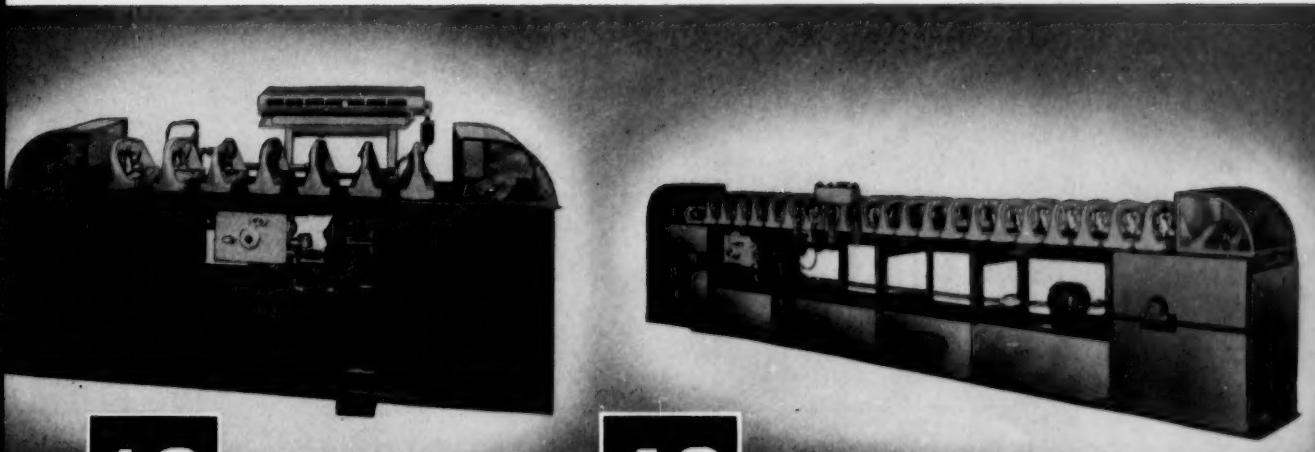
Our Silver Anniversary

For 25 years the Leading Manufacturer of
Machinery and Adhesives for All Types of
Cement Process Footwear.

ANY Sole Attaching Operation:

the *Right* SHOE ADHESIVE

Are you producing slip lasted, Compo's, Littleway's, welts—children's, men's, or high style women's novelties? COMPO has the right adhesive for every shoemaking need. Let us help you "shoe engineer" our adhesives for your production.



18

STATION CONVEYOR

The industry's most widely used machine for high production of quality shoes made with either leather or rubber soles. Provides important dwell time for safety and gives needed conforming and levelling to shoe bottoms. Use COMPO Flexible Shoe Adhesives or Pressure Sensitive Types.

48

STATION CONVEYOR

For maximum dwell time in your Sole attaching operation and for levelling and conforming. Shoes under pressure for 7 to 9 minutes. Best used with COMPO Solvent Activated Pyroxylin Adhesives, or with any other COMPO shoe adhesive.

The



System

COMPO SHOE MACHINERY CORPORATION

150 CAUSEWAY STREET • BOSTON 14, MASSACHUSETTS
Auburn, Me. • Chicago • Cincinnati • Haverhill, Mass. • Los Angeles • Montreal • New York • Philadelphia • St. Louis

- ✓ More than a billion pairs of cement shoemaking experience.
- ✓ Versatile machinery designed and produced in COMPO's factory.
- ✓ Versatile adhesives developed and produced by COMPO's Chemical Division.
- ✓ A broad background of nationwide service to the shoe industry.

Custom Designed

to save you more and serve you better



PHILSON

FITTED INSOLE STRIPS

30 YEARS OF SPECIALIZED KNOWLEDGE IN THE SHOE FIELD

Philson Fitted Insole Strips are individually designed
for your own particular requirements—with a specialized
skill acquired from working closely and
understanding shoemaking problems. That's why
Philson Fitted Insole Strips mean high
quality at economical cost. That's why
Philson has gained such high
acceptance in leading shoemaking concerns.

REPRESENTATIVES IN LEADING CITIES
MANUFACTURERS OF FITTED INSOLE STRIPS
PLATFORM MATERIAL • FELT AND FIBRE PRODUCTS

Philip Clayman & Sons, inc.

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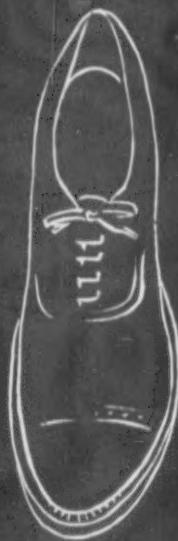
10

LEATHER and SHOES



February 6, 1954

CARR-BUCK . . . the
very finest in heavy calf suede
for quality unlined shoes. CARR-
BUCK is top buffed to assure a fine
even nap . . . is processed to control
crocking. Available in 2 $\frac{1}{2}$ -5 $\frac{1}{2}$
ounce weights. Black and all
current colors.



CARR-MOC . . . a su-
perior heavy suede, cropped at
the shoulders to give you all-over
fine nap and exceptional cut-
ting figures at a competitive price.

Especially suitable for men's and
women's moccasins and unlined
shoes. Like CARR-BUCK, it is crock-
controlled. Available in 3-5 $\frac{1}{2}$
ounce weights. Black
and all current colors.



CARR LEATHER CO.
BOSTON **PEABODY**

Twenty-Five Years Ago

SANDT

First in the World
had surpassed the
10,000 RPM mark with
his EDGE TRIMMERS

Today again

SANDT

means PROGRESS



HEEL SCOURING MACHINE MODEL
SG-33

both wheels on one side, no lost motion.
Quick opening scouring wheels.



HEEL TRIMMING MACHINE
MODEL F-45

with smooth cutting 4-blade
cutter-head and special grinding
attachment.



EDGE TRIMMING MACHINE
MODEL F-50

for heaviest work. Grinding at-
tachment with separate electric
motor.

COSMA

SHOE MACHINERY

Division of

PAN AMERICAN TRADE DEVELOPMENT CORP.

2 PARK AVENUE • NEW YORK 16, N.Y. • MURRAY HILL 6-7960

Send for
Complete Details

Styled



with

That solid leather rib on Barbour Stormwelt does things to a shoe.

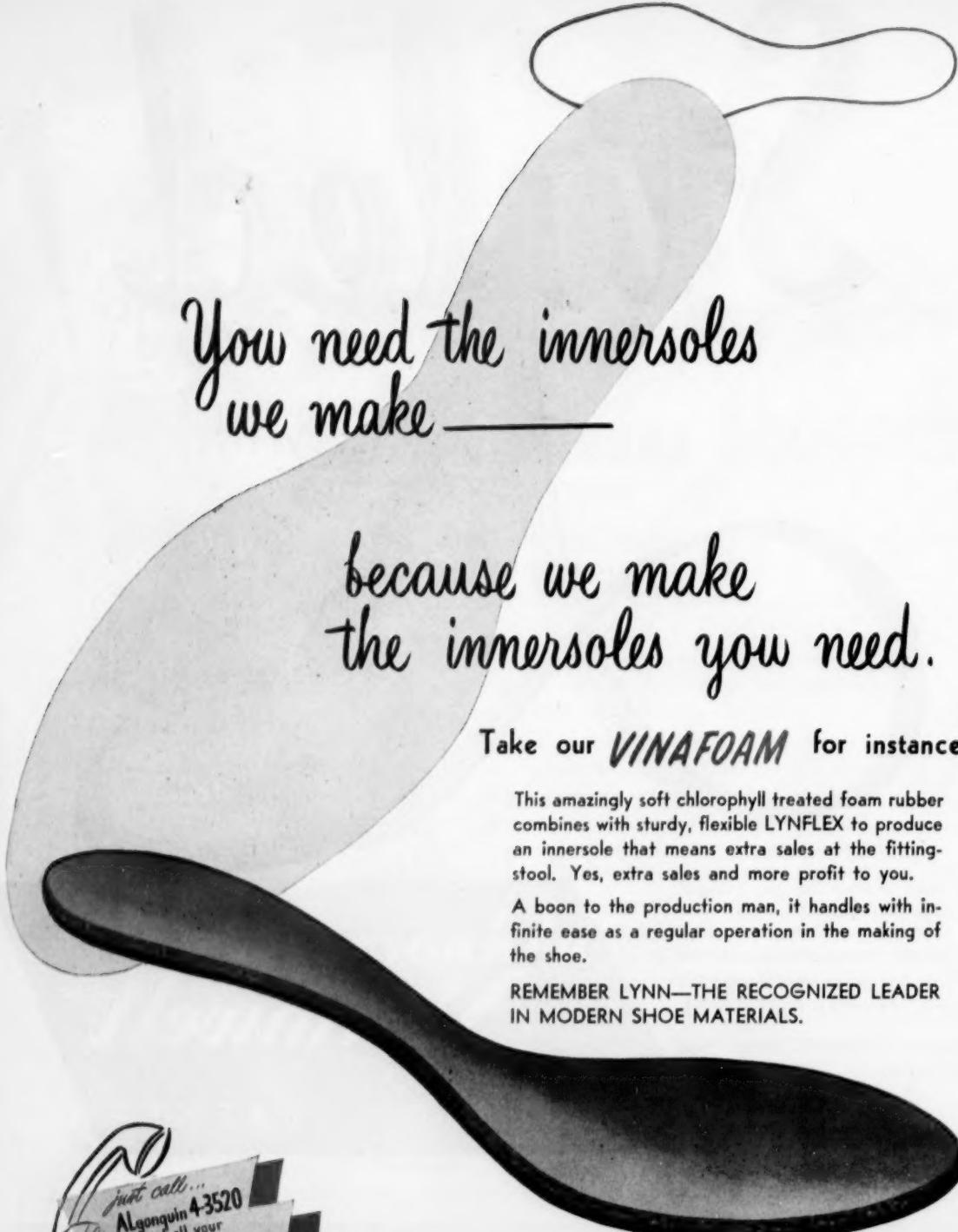
Strategically located where sole joins upper, it is moisture-repellent, shape-retaining, and adds a world of STYLE.

That's why STORMWELT makes shoes easier to sell.

BARBOUR
Stormwelt
SOLID — LEATHER

FOR EASIER SELLING

BARBOUR WELTING COMPANY
BROCKTON 68, MASSACHUSETTS



You need the innersoles
we make —

because we make
the innersoles you need.

Take our **VINAFOAM** for instance

This amazingly soft chlorophyll treated foam rubber combines with sturdy, flexible LYNFLEX to produce an innersole that means extra sales at the fitting-stool. Yes, extra sales and more profit to you.

A boon to the production man, it handles with infinite ease as a regular operation in the making of the shoe.

REMEMBER LYNN—THE RECOGNIZED LEADER
IN MODERN SHOE MATERIALS.



LYNN INNERSOLE CO.

119 BRAINTREE ST.

ALLSTON, MASS.

REPRESENTATIVES: CINC., Ohio — Ernie Furstenau; LOS ANGELES — Leo Laskey; ST. LOUIS — Ed "Pete" Schwartz; NEW YORK — Arthur V. Epstein, Sidney Cohen; PENNSYLVANIA — Lou Keith and Chas. Keith; NEW ENGLAND — Frank Deastov, Hy. Feldman, Phil Sneider, Dave Harrison; MILWAUKEE and CHICAGO: Phil J. Ott, Jim Ott; NASHVILLE — Ben W. Thompson.



"NYLSHU UNISET NYLON THREAD

used 100% on both soles and uppers of our entire line of Joseph T. Wood Shoes."

—says M. G. Meinig, Vice President

"TESTS HAVE SHOWN, continues Mr. Meinig, that NYLSHU Uniset is stronger, retains its tension longer, has excellent abrasion and flexing qualities and is the most weather-resistant of any thread we have ever used."

Why not convince yourself—as Mr. Meinig, has done—that NYLSHU Uniset is the finest Nylon thread you can use for sewing *your* shoes!

We'll be glad to have our Thread Engineer show you, on your own machines, how NYLSHU Uniset gives a stronger, better-looking shoe . . . reduces breakage on the machine and lowers your production costs. For further information, write or phone us today!



HEMINWAY & BARTLETT

NYLSHU Sewing Thread for SHOES

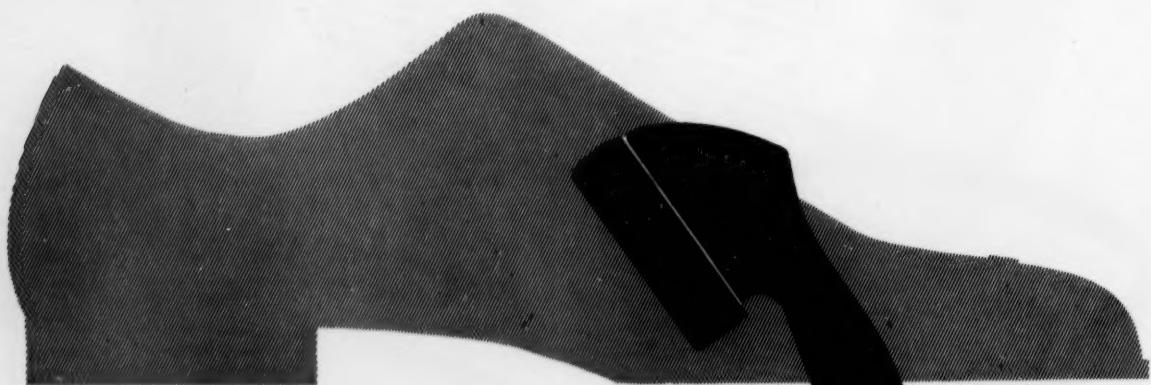
The Heminway & Bartlett Mfg. Co., 500 Fifth Ave., N. Y. 36, N. Y.
Sales Offices: Chicago, Philadelphia, Boston, St. Louis, Cincinnati, San Francisco, Los Angeles, Charlotte, N. C., Gloversville, N. Y.
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SEAMS BETTER BECAUSE IT IS BETTER

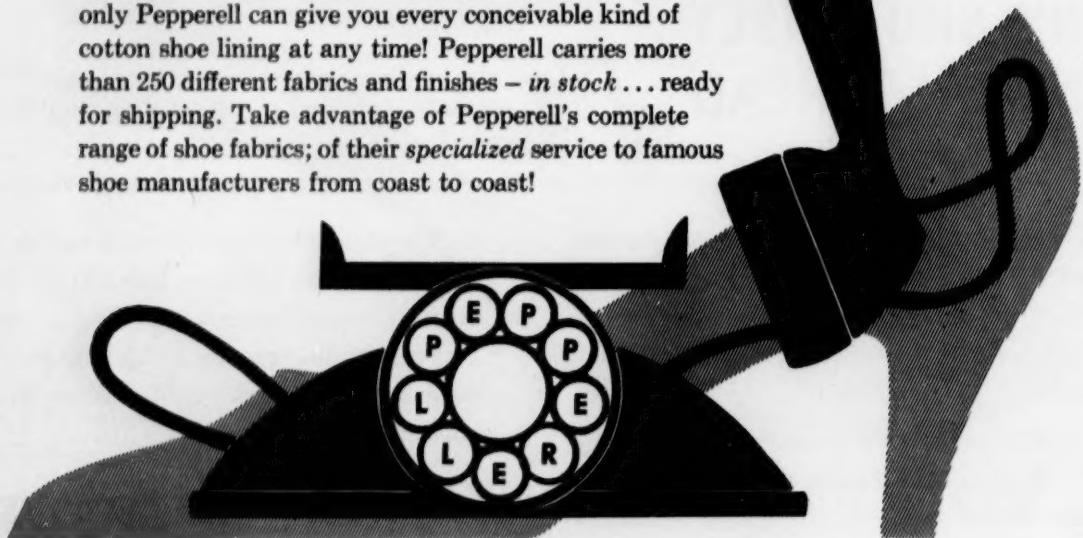
Call us for the shoe linings you need...

for **PEPPERELL**

*carries the most complete stock of
cotton shoe linings on the market!*



No matter what kind of shoe linings you need, Pepperell has them for you when you want them! For only Pepperell can give you every conceivable kind of cotton shoe lining at any time! Pepperell carries more than 250 different fabrics and finishes — *in stock . . . ready for shipping*. Take advantage of Pepperell's complete range of shoe fabrics; of their *specialized service* to famous shoe manufacturers from coast to coast!



PEPPERELL MANUFACTURING COMPANY



Shoe Fabric

Division

Offices: 2018 Washington Ave., Room 803, St. Louis 3, Missouri; 1225 North Water St., Milwaukee 2, Wisconsin
920 Federal Reserve Bank Building, 4th and Race Sts., Cincinnati 2, Ohio; 1528 Gillingham St., Phila. 24, Pa.

LEATHER and SHOES

Leading Manufacturers in the Shoe Industry use POTDEVIN equipment to Reduce Costs and Improve Quality!

FIBRE TUCK
LATEX CEMENTER



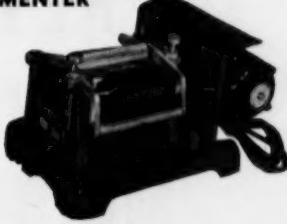
Fibre tucks are coated with latex without any adjustments for their varying thicknesses. Accommodates materials up to $\frac{1}{4}$ " thick from $\frac{1}{2}$ " to $5\frac{1}{2}$ " wide and any length. Removable tank for simple cleaning.

MOCCASIN PLUG
LATEX CEMENTER



Applies up to $\frac{1}{2}$ " margin of latex to moccasin plugs. Special feature is a 2" dice bottom roller with knurled surface and a smooth 1" dice top roller to permit turning of the irregular shaped plugs. Machine easily dismantled for cleaning.

CORK HEEL LATEX
CEMENTER



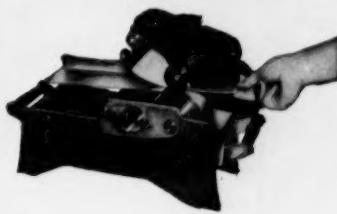
Cements cork heel wedges as used in slip-lasted shoes—up to $\frac{1}{4}$ " thick and 4" wide. Spring loaded pressure roller automatically adjusts for varying thicknesses. Latex can be added at any time without stopping machine.

SHOE PARTS
LATEX
CEMENTER



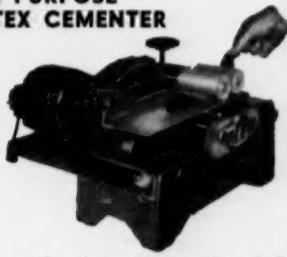
Specifically designed for coating sock linings, outside suede, silk coverings, heel pads, soles, insoles, innersoles, heel coverings and other shoe parts. Machine does not have to be dismantled for cleaning.

PLATFORM LATEX CEMENTER



Automatically adjusts itself to varying thicknesses of materials up to 3". Removable 2 quart tank for quick cleaning. Ductor roller control for even latex application. Available in widths from 1" up to 12".

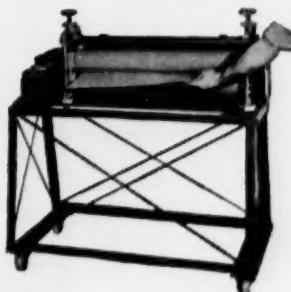
ALL PURPOSE
LATEX CEMENTER



For over-all and margin cementing of all shoe parts. Equipped with adjustable side guide to permit application of cement to any desired width. Non-clog coating control regulator. Machine does not have to be dismantled for cleaning.

GIANT
LATEX
CEMENTER

Accurate coating of shoe materials up to 46" wide. No skilled help required to operate machine. Mounted on portable floor stand. Non-clog coating regulator. Supplied complete ready to operate. Standard models from 6" to 46" widths. Larger widths on special order.



SHOE MATERIALS
ROTARY COMBINER

High speed combining of cemented materials up to $\frac{1}{2}$ " thick and 30" wide. Securely bonds layers of innersole board, cork to fiber, fiber to sponge rubber, sponge rubber to cork, sponge rubber to cloth, backing material to animal skins. Pressure adjustable to accommodate materials of varying thicknesses. Other combiners in 24", 36", 42" and 48" widths. Special machines for thicknesses up to $-1\frac{1}{4}$ ".

Write for detailed information on complete line of
POTDEVIN SHOE MANUFACTURING MACHINES

Visit our BOOTH NO. 405
at the Factory Management Conference of the National Shoe
Manufacturers Association at Cincinnati, Feb. 14, 15, 16

POTDEVIN MACHINE CO. 289 North St., Teterboro, N. J.

Rep. Shoe Factory Supplies Co., 1200 S. Grand Blvd., St. Louis, Mo.



Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling

Step Up To Meet The NEW USMC ROUGH ROUNDING MACHINE

MODEL B

NOW...GET BETTER, EASIER, FASTER WORK

For shoes which are to have uniform sole edge extensions, the improved design and smoother operation of the new USMC Rough Rounding Machine — Model B means work of uniformly high quality, increased production, and greatly reduced operator fatigue.

IMPORTANT FEATURES ARE:

- Higher speed — increased production.
- Internal splash lubrication system reduces parts wear to minimum.
- Positive clamp feed — no tendency to

back feed — handles materials of any type up to 48 irons in thickness.

- Auxiliary feed roll — sets up surplus stock for a clean, sure cut.
- Positive control of knife motion — no tendency to "lash" or over-run; much less need for sharpening.

- Balanced crankshaft — extremely quiet, smooth operation with sharp reduction in operator fatigue.

- Easily adjusted crease guide — changes in extension quickly set.

Contact your United branch for additional details.

United Shoe Machinery Corporation
BOSTON MASSACHUSETTS

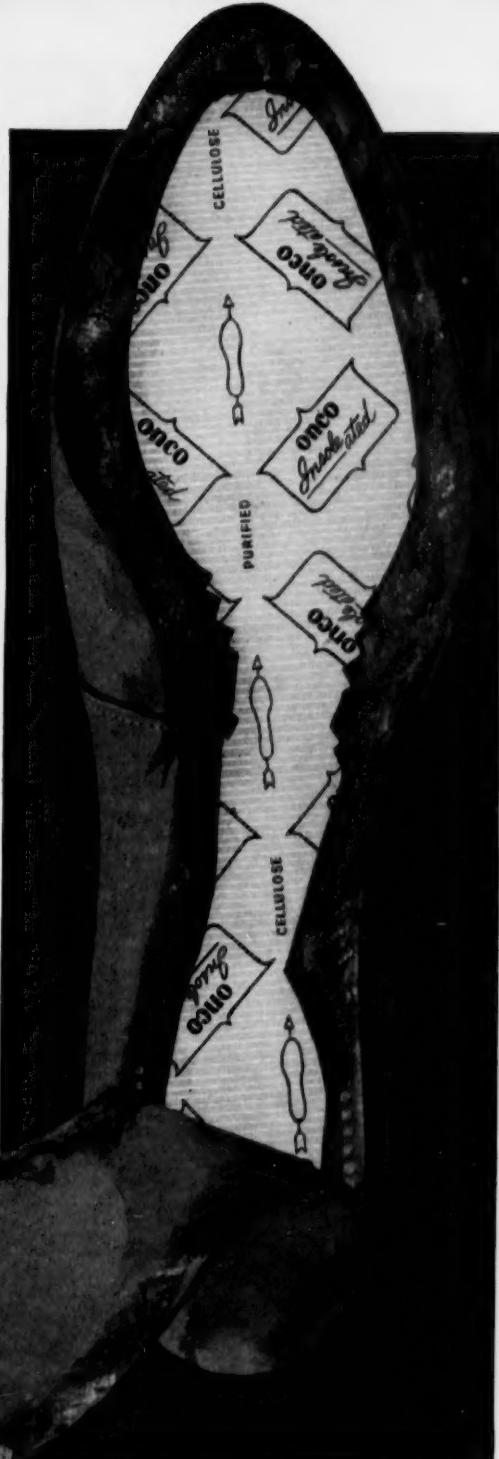


The Inside Story of Two Billion Shoes

Two billion shoes—a *billion* pairs—have been made with ONCO Innersoles during the past 15 years—an average of 75 million pairs a year.

Breathe-ability of Purified Cellulose . . . Comfort Depth . . . Transverse Rigidity . . . Flexibility . . . Uniformity . . . Strength—the right combination of all these essential qualities has made ONCO the *one* innersole *balanced for perfect performance*. Manufacturers, shoe buyers and retailers have found these qualities in ONCO for over two decades—proof of ONCO's high quality and leadership.

When you specify ONCO, you're getting the *original purified cellulose innersole*—the *first* innersole developed with the above six basic qualities. For samples and further information write to Dept. HC-2, our Boston office.



BROWN



COMPANY, Berlin, New Hampshire
CORPORATION, La Tuque, Quebec

General Sales Offices: 150 Causeway Street, Boston 14, Mass.
Dominion Square Bldg., Montreal, Quebec

SOLKA & CELLATE PULPS • SOLKA-FLOC • NIBROC PAPERS • NIBROC TOWELS • NIBROC KOWTOWLS
NIBROC TOILET TISSUE • BERMICO SEWER PIPE, CONDUIT & CORES • ONCO INSOLES • CHEMICALS

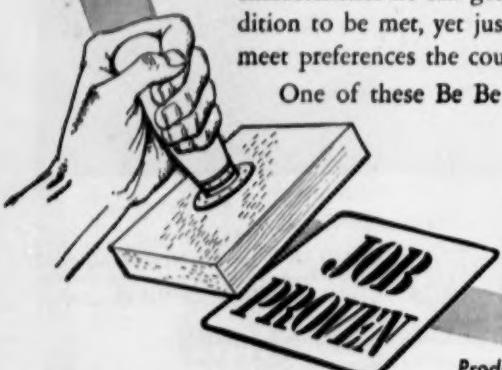


*In Your Doubling
Operations use cements that are*
JOB-PROVEN

WHATEVER materials you use in doubling, there is a Be Be Cement *Job-Proven* for your specific operation.

Some factories use heavy-napped doublers, some use elasticized doublers, some like Be Be Tex, others require Be Be Bond solvent types. Every user wants all the cleanliness, rub-off, and good machine handling characteristics he can get. Every combination of materials creates a condition to be met, yet just seven *Job-Proven* Be Be Cements for doubling meet preferences the country over.

One of these Be Be Cements for doubling is the cement for you.
Ask your United representative for a trial.



BE BE BOND solvent types
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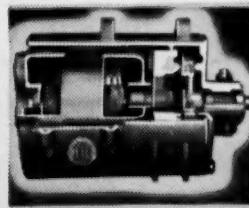
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amco

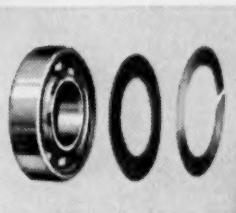
motor drives / individual and group stands

American Safety Table Company, Inc.

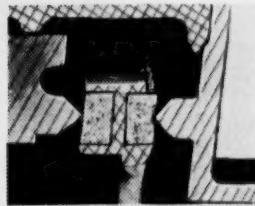
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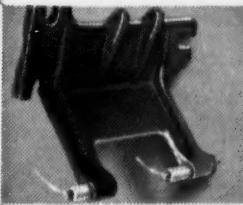
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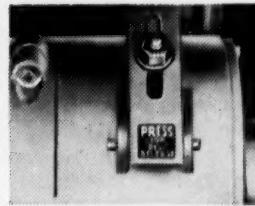
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EDITORIAL

New Science of Cybernetics Holds Promise To Hasten Automatic Operations In The Shoe Industry

Possible To Eliminate Repetitious Operations, Speed Production And Cut Many Costs

EVEN the most visionary and imaginative men in the shoe industry have smiled at the frequently expressed thought that a day would come when we would toss the cow into one end of a hopper, and out of the other end would pour finished shoes. And if we didn't like the shoes we could toss them back and the cow would reappear out the other end.

While that may still be regarded as an extreme and impossible eventuality, we are on the verge of an era of technological miracles which may awe today's men of modern industry. It's not a dream. It's a positive reality that is upon us now. It is significant that we discuss it now as we approach the fifth Factory Management Conference, the shoe industry's annual meeting dealing with technology.

The first Industrial Revolution is over. It began near the turn of the century, and recently completed its cycle. It changed the face of the world—the whole pattern of production, distribution, methods, technology, and the labor of men. It gave man a new level of dignity because it dignified labor by shifting the burden of labor from man's back to man's brain by virtue of machinery.

We now enter the second Industrial Revolution, a promised era of unprecedented miracles that will far outpace the accomplishments of the first Industrial Revolution.

We face an era wherein men and industry will work with a modern miracle, a system known as Cybernetics. It's an old Greek word meaning "steersman." The French physicist Andre Ampere gave it scientific meaning over a hundred years ago when he established it as a self-regulating system, a principle of "feedback" that could apply to the

human body or a machine. It is virtually a synonym for automation or automatic control.

Today, Cybernetics is setting the pace for the second Industrial Revolution. While the first Revolution replaced brawn with brain via machines, Cybernetics sponsors a new type of electronic machinery and apparatus which take over some of the functions of the human brain. And to this the revolutionary changes impending with the industrial atomic age, and the realistic possibilities on our threshold are staggering.

We already see Cybernetics in action with the increasing number and uses of the electronic computers popularly known as "mechanical brain" machines. These are performing fabulous works of computation that slash time and costs to an infinitesimal fraction of that required if done by the human brain. And done with unerring accuracy.

At first these machines were restricted to government or institutional uses. Today more and more business firms are using them. The Cybernetics principle is simple. A complex problem is fed into the machines which contain a complicated system of artificial "sense organs" such as photo-electric cells, thermometers, gauges, solenoids, etc. The machine goes into action, and in seconds "feeds back" the precise answers to the problem which might otherwise require days, months or even years to compute. That's the feed-back principle of Cybernetics.

Now, how does Cybernetics apply to the practical business of making shoes or leather or any other product? First, it is already being applied to make commercial products. For example, the Ford Motor Co. is using it to make automobile parts. General

Electric, Westinghouse Electric, and Otis Elevator are likewise using the system creating completely automatic products such as machines and elevators.

It could work in a shoe factory. Here's the basic principle. A skilled workman performs an intricate pattern upon a piece of material. His hand movements are recorded on magnetic tape. He then steps aside and a new piece of material is inserted into the machine. Then the magnetic tape is played back into the machine. Every detailed movement made originally by the skilled worker is now duplicated and repeated by machine, identically on the second or subsequent pieces of material.

The stupendous significance? It frees manpower from the drudgery of constantly repeating the same performance day in and day out, as so many shoe factory operations require. Once the pattern of work is implanted into the machine, the machine automatically does the rest, repeating the same performance over and over unerringly and without fatigue or boredom.

Consider what this could mean to many of the operations or fabricating jobs in the shoe factory or allied trades. An enormous increase in speed and quantity of output at much lower cost, and not subject to human error as might occur through fatigue or boredom with these repetitious tasks.

This would now permit the factory to shift its skilled operators to other tasks, to adapt the knowledge and craftsmanship to bigger and more important functions.

This very machine age which was supposed to have enslaved men to monotony of work now promises to make men more free than in all history.

"Mechanical brains," the outgrowth of Cybernetics, will release men from the monotonies of a mechanical age . . . free men to use their intelligence and reasoning powers to reach new heights for society. Nor need there be fear that the new powers of Cybernetics will destroy jobs, cause unemployment. The result will be the same as with the first Industrial Revolution, a constant rise in employment, in wages, in skills, in productivity, in leisure, in the standard of living and the improved welfare of all men.

Reprints at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

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news X-Ray

Government may take tough attitude toward mergers. . . .

Looks like another term for Russell Taylor. . . . Men's shoe industry worried over declining per capita rate.



Government talking tougher on mergers. Emphasis, though not on shoe industry, is on cases where a company buys up its competitor. Idea, according to Atty. Gen. Herbert Brownell, Jr., is to nip in bud any trend toward monopoly along the merger route. Brownell says he'll consider not only the present but the "probable" effect of any big merger.

Federal Trade Commission also in crackdown. Precedent came a month back when FTC ruled it would investigate case of Pillsbury Mills, Inc., of Minneapolis on complaint of buying up a competitor. This is along "probable" effect mentioned by Brownell. FTC explained although Pillsbury's purchase of competitor might not substantially lessen competition today, it might do so in years to come.

Agency definitely studying recent shoe mergers. This is word of S. J. Widman, assistant chief of FTC's division of investigation. Widman told LEATHER AND SHOES this week that study is same initiated a year ago and followed up since then. Further, Widman admitted study is concentrated on buying up of retail outlets by manufacturers and chains.



Another two-year term appears to be shaping up for Russell J. Taylor, president of the powerful CIO United Shoe Workers of America. Taylor has been nominated for re-election by 71 USWA locals with only 11 more to be heard from. New term starts May 1.

Chances are Taylor, who has excellent record as shoe union head, will be nominated unanimously, take office again without need for formal election. Deadline for nominations is Feb. 11. However, if another name is proposed, election will be held March 16.

Taylor may become first USWA head to serve full two-year term since 1944. Since that time, one president quit before term was up, his successor was defeated for re-election, and next two died in office before term was ended. Latter two were Rocco Frankschini and William Thornton.



Larger staff now sought by leather, shoes and allied products division of Commerce Department headed by Julius Schnitzer. Division, primary Government contact with hide and skin, leather and shoe industry, now has only four people, is asking 10. Commerce Department officials say chances are staff will be enlarged when final appropriation for year starting July 1 comes from Congress. But increase will not be to 10.



Shoe manufacturers consider move to South should heed words of Ward Melville, president of Melville Shoe Corp. Melville recently told group of industrialists in Worcester, Mass., that costs per unit are lower in Northern rather than Southern manufacturing cities despite lower wage rates and other inducements offered by Southern cities and towns. This is due entirely to higher efficiency and skill of Northern workers.



Continued decline of men's per capita shoe consumption has manufacturers worried. Witness formation by National Shoe Institute of Men's Planning Committee. Announced purpose of committee, numbering nation's top manufacturers and retailers, is frankly to increase sales of men's shoes.

Here's the reason for worry. During 1920's, men's per capita production was 2.25 pairs per year. By 1946-1953 period, average per capita production was down to 1.90. Preliminary estimate for 1953 is 1.75 pairs. This is word of National Shoe Manufacturers Association.

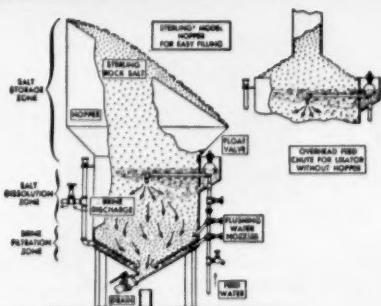
Although women's shoe output has risen per capita from 3.0 pairs in the 1920's to almost 4.0 in 1946-1953 period—in keeping with population increases—men's shoe production overall has not kept pace with rising population. For example, male population (14 years and up) soared from 38.5 million in 1922 to 56 million in 1953, an average growth of 830,000 per year. By 1960, it is expected to hit 62 million, an 857,000 per year average growth. Yet men's production was 95 million pairs in 1922, the same in 1929, rose to 105 million in 1936, but was back to 98 million last year. Women's output for 1953 was almost double that of 1922.

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Brine Storage	None. Made as needed	In separate vats
Handling Costs	Zero	Cost of labor
Measurement	100% accurate	Guesswork
Saturation	100%	Haphazard
Preparation	Automatic	Cost of labor
Distribution	Piped	Cost of labor

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LEATHER AND SHOES



The Magazine for Executives

FACTORY MANAGEMENT CONFERENCE

Sixth Cincinnati Conference Expected To Draw A Capacity Attendance

Many New Machines and Products To Be Launched;
Broader Discussion Area For Technical Sessions

The sixth Factory Management Conference, scheduled for Cincinnati February 14-16, and sponsored by the National Shoe Manufacturers Association, will no doubt house its largest attendance to date. The Association has urged every member company to send as many of its technical supervisory and executive personnel as possible.

"We are headed," states the association, "into a period of stiff competition where technical knowledge and shoemaking wisdom will play exceedingly important roles."

This year, the most extensive technical discussion program to date has been worked out, an extension of earlier Conferences. New topics will be introduced in the men's, women's and children's sessions with a view to expanding the technological areas covered in these sessions.

Especial attention is being devoted by the Association to attract a larger attendance of superintendents and foremen, the latter particularly being the "neglected" men of the industry. The Association is suggesting a rotation plan for companies to send these men to the Conference to:

- 1) Develop better foremen — one of the most essential needs in the industry today;
- 2) To raise foremen's morale and sense of importance to their companies.

The largest number of exhibitors to date (no more can be accommodated due to space limitations) will display a wide variety of machinery, devices and products important to shoe factory operation. As usual, most of these exhibitors will introduce new products at the Conference, which has become a significant launching date for these new ideas.



DR. ARTHUR SECORD

The three-day Conference program will be staggered so that while a portion of the factory delegates are attending the technical sessions, another portion will have opportunity to investigate the many products on exhibit. This plan will operate

during Monday and Tuesday, while all of Sunday will be given over to the Educational Exhibits.

Leader of the Men's Session is Ray-

1954

Factory Management Conference Committee

Charles Slosberg, Green Shoe Mfg. Co.

Warren Reardon, Daniel Green Co.

A. W. Cadwell, Freeman Shoe Corp.

S. F. Eagan, Florsheim Shoe Co.

Paul Eckelberger, Endicott Johnson Corp.

Eli White, General Shoe Corp.

Saul Katz, Hubbard Shoe Co.

A. C. Mudge, Hanover Shoe Co.

Edward Ott, Albert H. Weinbrenner Co.

mond Purtell of Hanover Shoe Co., and the co-leaders are S. F. Eagan of Florsheim; Robert Leverenz of Leverenz Shoe Co.; and Edward Ott of Albert H. Weinbrenner Co.

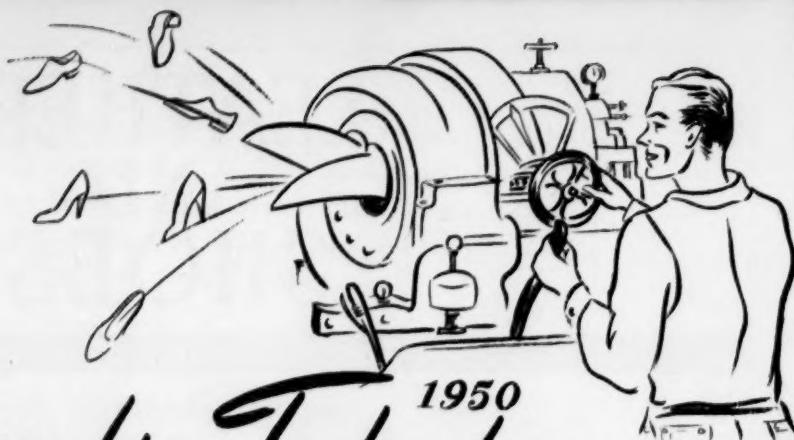
Leader of the Children's Sessions is H. C. Levy of Dale Footwear, Inc., supported by two co-leaders: Fred Weber of Weber Shoe Co., and Bud Reed of General Shoe Corp.

Eli White of General Shoe and Nathan Stix of U. S. Shoe Corp., will serve as co-leaders for the Women's Sessions.

On Sunday evening the traditional buffet supper will be served. On Monday evening will be the banquet. Featured speaker will be Dr. Arthur Secord, supervisor of Adult Education at Brooklyn College, N. Y., and authority on public speaking. He has spoken before numerous Foremen's Clubs, management and business groups. The title of his subject: "Personality and the Management of People."



1750



1950

Shoemaking Technology

SHOEMAKING TECHNOLOGY

200 Years Of Technological Progress In The Industry

The Record Is An Amazing Report Of Advances In Shoemaking Knowledge

How much progress has the shoe industry made over the past two centuries? And what kind of progress?

The editors of LEATHER AND SHOES dug back into the records, starting with 1750, and selected what it believed to be the most significant developments. And here is the record: the dates, the people, the machines and methods—all the important events which have created the remarkable evolution in the shoe industry over the past 200 years. The record moves from the days of the handmade shoe to the present streamlined mechanizations of today's mass-production industry.

We are still in need of many improvements—and 200 years from today we shall still be seeking improvements. But there are times when the progress we have made in the past is not altogether appreciated. A look at the record chronologically may leave the reader with a greater pride in the strides of the past, and a brighter hope for the future.

1750—John Adams Dagyr, a Welshman, arrived in Lynn, Mass., and opened the first shoe shop to successfully operate the **factory system** utilizing a division of labor which called for each worker to do a specialized job in the making of the shoe. He is known as the Father of American Shoemaking.

1772—**Wooden pegs** began to be widely used in the shoe industry.

1792—**Shoe laces** began to displace the large, brilliant buckles used in early Colonial footwear.

1793—**Custom shoemaking** or "bespoke work" was rapidly losing popularity. In Randolph, Mass., Silas Alden, one of the innovators of the factory production system, was making various sizes of shoes and carting them to Boston for sale, where they were quickly snapped up.

1794—The **first shoe labor organization** was set up, in Philadelphia, known as the Federal Society of Jour-

neymen Cordwainers. Two years later this organization went on strike—the first U. S. labor strike—for an increase in wages. It lasted two weeks and the union won.

1826—Jesse W. Hatch, a Rochester, N. Y., tanner and shoemaker, perfected the **first American labor-saving shoe machine**—a device to compress sole leather and do away with the lapstone.

1832—Wait Webster, N. Y., was granted a patent for "attaching India rubber soles to shoes." This is the earliest record to **attachment of rubber soles to footwear**.

1833—Samuel Preston, after 20 years' experimentation, invented a **shoe pegging device** operated by hand power, to fasten the sole to the upper.

1839—Charles Goodyear, after years of experimentation, dropped a mixture of rubber and sulphur on a hot stove and accidentally discovered the **process of vulcanizing rubber**. His son, Charles Goodyear, Jr., later developed the Goodyear welt machine.

1842—The Candee Rubber Co., New Haven, Conn., was organized to make the **first rubber footwear** under the Goodyear process.

1845—Sylvannus C. Phinney, Stoughton, Mass., started manufacturing **counters for footwear**, became the country's first counter manufacturer.

1846—Elias Howe, Jr., Mass., invented the **sewing machine**, later to be put to many industrial uses. He was elected to the Hall of Fame in 1915. His machine is regarded as one of The Big 12 in American inventions.

1848—George W. Parrot, Lynn, Mass., applied the panograph principle (already known in turning lasts) to a pattern-making machine for size-grading uppers, and thus became the inventor of the **first pattern-making machine** in the shoe industry.

1851—John B. Nichols, a Lynn, Mass., shoemaker, solved the problem of closing needle holes in leather—a discovery that was the first important step in the **application of sewing machinery to shoemaking**.

1852—Charles D. Bigelow designed the first completely successful **shoe pegging machine**.

1855—David Knox invented the **first successful sole-cutting machine** with which "dry cut" soles of any desired size could be cut, stored and used as needed. He also invented a counter molder, and high and low beam dieing machines.

1858—Lyman R. Blake, a shoemaker of Abington, Mass., invented a **machine for sewing the soles of shoes**. His patents were purchased and later developed by Gordon McKay, and the shoes made by this process became known as McKay shoes. This machine substituted

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LEATHER HEELS while on the LAST**

**HERE'S THE MACHINE
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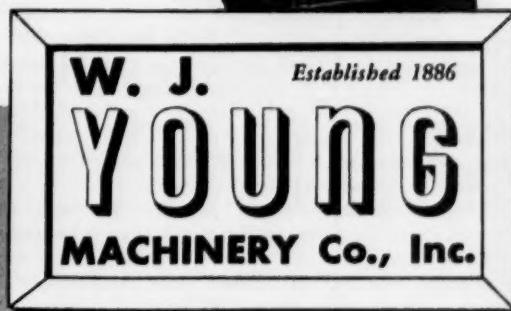
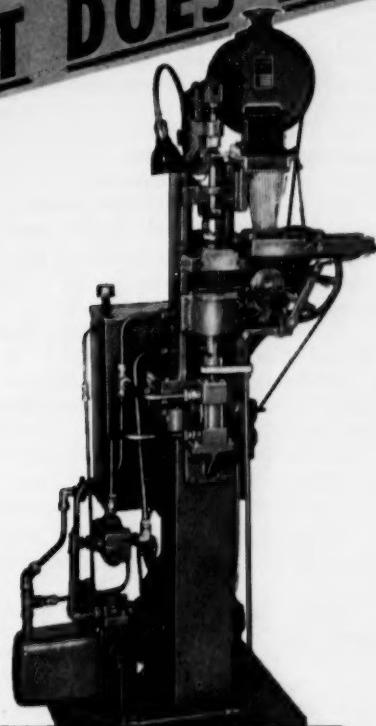
If you manufacture Women's, Misses' or Children's welt, pre-welt or Cement process shoes, you need the YOUNG Hydraulic TOP LIFT ATTACHING MACHINE because it eliminates "spanking" and "slugging" . . . eliminates breasting operation . . . eliminates cementing of lifts to heels . . . eliminates the noisy slugger . . . eliminates last breakage.

IT IMPROVES THE APPEARANCE of your SHOES because all pins are uniformly spaced and driven simultaneously in one operation . . . because nails are driven flush into the base and no "dimples" appear on the finished side of the lift.

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LYNN, MASSACHUSETTS

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1200 South Grand Blvd., St. Louis, Mo.



thread for the nails and wood pegs commonly used, lightened the construction of the shoe and made the forepart more flexible.

1858—Thomas F. Bancroft, Lynn, Mass., was granted a patent on a device known as the Jenkins Heater and Press for making cemented shoes.

1859—The first general strike in the shoe industry in opposition to technological improvement was started by women in Lynn, Mass. They objected to the use of sewing machines. The men joined in a "sympathy" strike.

1861—The leasing system, to hold sway in the shoe industry over the next century, was introduced by Gordon McKay. He couldn't sell his Blake machine for sewing together soles and uppers. The machines were costly, and shoe manufacturers didn't have the capital. So was born the leasing system, which allowed shoe producers to have machines on a royalty without heavy capital outlay.

1862—Box toes were invented and used widely for the first time.

1865—Up to this time practically all shoes were made on straight lasts. Though rights and lefts had been tried nearly a half century earlier, it was only now, during the Civil War, that they caught on—primarily for shoes made for soldiers. Straight-last shoes from here on faded.

1871—Jesse W. Hatch, Rochester, N. Y., patented a machine for crimping and molding counters.

1874—Christian Danzel, under the direction of Charles Goodyear, Jr., made the first practical machine of the Goodyear welt type and later developed a machine for sewing the turn shoe.

1875—Louis Goodu brought out his invention of the standard screw machine which attached soles to uppers by means of metallic fasteners.

1875—There were 35 peg mills in the U. S. making about 75,000,000 bushels of shoe pegs a year.

1875—O. A. Miller, Brockton, Mass., invented treeing machines for smoothing uppers and making shoes more presentable.

1877—Edge-trimming and heel-trimming machines were introduced.

1878—Edwin B. Stimson originated machinery for pinking, scalloping, perforating and ornamenting shoe uppers.

1880—Half sizes in shoes were introduced.

1881—The Eastern Elastic Gusset Co., Chelsea, Mass., originated and introduced elastic webbing for shoes.

1883—Jan Ernest Matzeliger, after three unsuccessful attempts, invented the lasting machine which won quick favor.

1888—The first shoe factory to be run exclusively by electricity was the plant of Packard & Grover, Brockton.

1888—The Goodyear Stitching Machine stepped up daily production per operator from three pairs by hand-sewn method to 300 pairs by machine.

1890—Electric motors had now largely replaced steam engines (introduced in 1855) in shoe factories.

1892—Christian Danzel invented the curved needle machine for sewing welt with a lock-stitch while the shoe was on the last.

1895—Andrew Eppler invented improvements in sewing and in seam-trimming which totaled some 70-odd patents in the 42 years of his career.

1895—George Goodu began his amazing series of 200 inventions chiefly in loose nailing and staple lasting.

1895—Thomas G. Plant, Boston, set the industry agog with sewing, heeling and other shoe machinery inventions. These were known as Wonder Worker machines.

1896—Humphrey O'Sullivan, Lowell, Mass., invented the rubber heel.

1897—John B. Hadaway began his improvement developments in stitch separating, Gem reinforcing, tack pulling, sewing, etc., which by 1937 amounted to about 200 patents.

1897—Benjamin F. Mayo perfected many improvements in heeling devices beginning with this date.

1898—Crell Ashton began his series of inventions on lasting and assembling.

1898—Joseph H. Pope started his experiments with heeling devices which led to nearly 70 different patents in this field.

1899—The United Shoe Machinery Corporation was formed by combining the three principal companies in the shoe machinery field: McKay Shoe Machinery Co., the Consolidated and McKay Lasting Machine Co., and the Goodyear Sewing Machine Co.

1900—Ronald F. McFeeley made the first of 60 inventions improving pulling-over and lasting operations.

1900—Quarter sizes in shoes were introduced, only to be later abandoned because of the large inventory required.

1900—Total production of all shoes was 219,235,000 pairs, as compared with around 500,000,000 a half century later.

1904—Thomas Lund developed the first of more than 80 patents, most of them dealing with improvements in heeling.

1906—Perley Glass invented the first of 70 machine improvements for eyeletting, folding and related operations.

1908—Arthur Bates patented the first of over 50 inventions covering clicking and lasting operations.

1910—Joseph Gouldbourne began his work in perfecting many improvements in stitching and heeling machinery.

1911—Fred Ashworth started a series of 50 patents covering sewing and stitching operations.

1912—F. E. Bertrand began a 25-year career producing many patents used largely in stock-fitting.

1914—James H. Reed originated the Littleway shoe-making process and developed many patents relating to it.

1914—Lawrence Topham started a series of 80 sewing and stitching inventions.

1915—John Standish developed the first of many patents covering improvements in heeling.

1915—John W. Cosgrove began 20 years of specializing in the development of shoe cementing.

1921—Bernhardt Jorgensen made many improvements in pulling-over and lasting machines covered by patents.

1928—Sidney Finn perfected many patents applying to cement sole-attaching and auxiliary machines.

1928—The Compo Process of making shoes was started by William Bresnahan and Bernard Solar, Boston.

1940—Plastics in the form of transparent sheets of vinyl resin appeared in the shoe industry for use in uppers of women's shoes.

1940—Up to this date, more than 8,000 patents had been recorded in the field of shoe machinery alone. These patents represented the efforts of more than 3,000 inventors.

1943—The slip-lasted or California process of shoemaking began in the U. S.

1945—Plastic welting was introduced, in a few years to become an important part of the welting business.

1950—The movement began to introduce foreign shoe machinery into the U. S. shoe industry as a competitive force to domestic products.

THE NEED IS AUTOMATIC MACHINERY

Edward A. Ott

Albert H. Weinbrenner Co.

OBSERVATION will show one of the fundamentals of manufacturing, regardless of industry, is the maintaining of a steady flow of production. One of the contributions in obtaining this goal in most industries was the innovation of automatic and semi-automatic equipment, eliminating as much manual skill as possible.

Needless to say, with the many operations in the making of a shoe that are solely dependent upon the manual skill of the operator, the shoe industry is badly in need of automatic machines. In practically all of the major operations in shoemaking, it takes from three to six months to instruct an operator to the point where he will produce anything that will resemble a shoe.

With the experience the shoe industry has witnessed in the past few years in the line of absenteeism and labor turnover, it is almost impossible to maintain a steady production on our present equipment.

I do not think there is a doubt in any shoe manufacturer's mind that the shoe machine industry has been lax in the innovation of automatic equipment. I am told, however, that one of the large shoe machine companies has two automatic lasting machines they are now trying out in a factory. I hope they are very successful and will continue with the inventing of more automatic equipment.

What superintendent and foreman would not give his right arm for an automatic rough rounder, Goodyear stitcher and edge trimmer, just to mention a few?

The essence of all industrial progress is the ability to do the job faster, easier, and at less cost while showing an improvement in the product. Improving our methods and manual skills is one step in this direction. But by far the most important is in improved machinery and mechanical equipment, particularly of the automatic and semi-automatic type. That's where our real hopes for advancement lie. And, to my mind, it is the primary answer to the question, "What is the one outstanding step the industry can take to achieve technological advance?"

The studies of industrial psychology show clearly and repeatedly that the human mind and hand are not suited to drudging, repetitious tasks—that such tasks are best served by machinery and equipment suited to the job and which are not subject to fatigue and boredom. Much of the daily work done in the shoe factory is of the monotonous type. It takes its toll on men, on costs, on the quality of the product.

It is here where the potential boon of automatic machinery and equipment lies: to lessen the burden on men; to reduce costs; to improve the quality of the product. Certainly all these improvements will come to pass. Our job is to hasten them as quickly as possible.

We hear of such spectacular developments occurring in other industries. The introduction of new machinery—automatic apparatus—that dramatically increases output at lower cost while releasing manpower for other jobs where the creative minds or skills of men can be much more productive.

If we are to be known as a "progressive" industry, our hope lies in the greater use of automatic mechanical functions in the shoe factory. Today this is being regarded as the keynote of all modern industries—that machines are removing the drudgery of repetitious work from men.

SIMPLIFICATION THROUGH TECHNOLOGY

S. F. Eagan

Florsheim Shoe Co.

THREE are so many technological improvements that could be brought into our shoe industry that no one target should be dignified with more importance than several others. What is needed is a continuous and unending effort to provide technological improvements in a great many of the operations required to produce the many different types of footwear required by the American public.

Any article requiring a multiple of operations to produce is in need of study toward simplification by technological means. In the case of our shoe industry where anywhere from 100 to 150 operations are required, there is more than ample room for improvement.

Any technological improvement should provide for at least one or a combination of objectives, such as:

1. A reduction in personnel;
2. Elimination or reduction in waste;
3. Reduction in fatigue of operator;
4. The simplification of the human element.

All of these will result in lower costs and an improved standard of quality.

To provide such improvements and accomplish the results that we all desire, it is not the responsibility of any one individual or group of individuals or group of companies. Rather, every man and woman connected with our shoe industry and the machinery industry that caters to our needs have a responsibility in bringing these improvements into being. In the first place, the need for such improvements must be visualized and the economics and mechanical possibilities must be appraised, and then money and effort spent to make them an actuality instead of a dream.

For too long we in the industry have been relying on someone else to find and solve problems inherent to our own business. But it is gratifying to see that this situation is changing rapidly. Each year a greater number of our manufacturing executives are becoming conscious of the relatively few technological improvements that have come into shoe manufacturing in the past few years as compared with a great many developments that have occurred in other industries.

The previous Factory Management Conference activities have served to stimulate interest in providing these improvements and the coming conference should do no less. With the information made available during the discussion periods and the many exhibits that will be available for inspection, every manufacturer should go away from Cincinnati with new and determined personal interest in technological advancements.

Technological advancement in any industry stems not from developments along any single channel, but from developments in many channels converging upon a single goal: improved over-all operating efficiency in the plant. We may have great improvements in one aspect of plant operation, while some other aspect lags behind. The result is a bottleneck in the "slow" area. This reduces the value or gain made elsewhere.

In the final analysis, all technological development aims at simplifying the job—reducing the burden of manpower while increasing the tasks of machine power. This releases the talents and energies of men to apply to more responsible efforts involving human intelligence which cannot be supplanted by machines.



H. C. Levy
Dale Footwear, Inc.



Fred J. Weber
Weber Shoe Co.

TOWARD HIGHER PRODUCTIVITY

THE shoe industry must find a means of producing more pairs per man-hour.

If unit productivity is a measure of industry progress, the shoe industry suffers by comparison. A study of available statistics indicates that there has been no appreciable reduction in the average man-hours per pair production figures for all types of shoes made annually over a period of the last twelve years.

This data can also be interpreted to the further detriment of the industry when you take into consideration the fact that the percentage of welt and stitchdown construction has remained fairly constant at approximately half of the total production; whereas slip-lasted types, with comparatively low man-hour per unit figures, have increased to 17 percent of total production.

Proportionately, this weights the average man-hour production figures to the extent that a marked decrease should be evident. Since this is not the case, it indicates an actual increase in the man-hour minutes presently required to produce the average pair of conventional types.

The attainment of a sizeable reduction from the present man-minutes per pair will provide an economic basis for the industry as a whole to attract and hold labor competitively against other industries that have already achieved more technological efficiency and its corollary higher average hourly wages.

The average hourly rate of the shoe industry is well below the average national hourly wage scale. The resultant high rate of labor turnover is in itself very costly. Moreover, the percentage of profit, based upon volume, as an industry, is at the bottom of a list of over fifty industries analyzed.

Many aspects of these problems require concerted efforts on an industry-wide scale over a long period of time. Other phases can be ameliorated now if factory management personnel are capable and executive policy is progressive.

Top-level planning must cope with the two phases that comprise the whole industry. These may be termed *marketing* and *manufacturing*.

The Factory Management Conference is essentially focused upon operational problems which come under the heading of manufacturing. Methods, Machinery and Personnel all come into this scope. The dissemination of available information as a means of achieving more efficient production techniques is a basic precept of the conference. The display of machinery, material and methods is only one aspect of the meeting. The essential core of advantage to be derived emanates from the free discussion and interchange of ideas between the highly trained, talented and capable shoemaking personnel who attend.

EMPLOYEE TRAINING PROGRAMS

I DON'T believe there is any one machine or development, technologically speaking, that would assist *all* shoe manufacturers to a more efficient over-all production job.

There is quite a difference between an infant's first step, and a man's welt. Likewise a big variation between a children's red patent studded pump and a school type welt oxford. Because of this variation in style and end-use, and also in size range, no one technical effort can benefit the entire shoe industry to the same degree.

However, there is one factor common to the entire shoe industry. This is labor. Shoe workers are involved in large and small plants, in plain and fancy shoes, and in large and small ones. They are constantly coming and going.

Every manufacturer, no matter where located, is continually breaking in new help. There are no training programs or aids available. We hire a new hand, mostly by looks and from a brief application, he or she starts to work. I believe most other companies follow a similar procedure.

The industry needs an over-all training program. A plan, developed by an educator, that would give a prospective employee an over-all picture of the shoe business would be a good start. This might be a pamphlet, perhaps slides or movies. Step two would show general views of a shoe factory in operation. The third stage would show particular operations, such as cutting, fitting, lasting, etc. This third step would require the help of Singer, United Shoe, Compo and others.

An educational program of this general sort must be planned by factory men who know what is needed. It should be put together by an experienced teacher. Probably the cost of a comprehensive program would be too great, for any one firm, except the big manufacturers who may already have their own plans. A cooperative venture by the National Shoe Manufacturers Assn., and/or a publication such as LEATHER AND SHOES, strikes me as the logical approach.

A good instruction plan for new employees would assist all companies, large or small, with their one common problem, people.

Reliable industry sources estimate that the cost of employee turnover is about \$500 per man in the shoe manufacturing industry. With our current employee turnover rate, if we apply this figure to a 200-man plant that replaces 15 people a month, the annual cost is \$90,000.

These are hidden costs yet nevertheless real costs to the shoe manufacturer. It is only too obvious that an employee training program could substantially reduce the turnover rate and the cost of breaking in new help, with an appreciable saving in costs.

Coated Celastic

the quality hard box for unlined shoes

Box Toes of
Coated "Celastic"
Set the Pace
for Unlined
Shoes

... Coated on one side to prevent sticking to the last, this special "Celastic" brings better toe craftsmanship to your unlined shoes. Reproduces and maintains the lines of your last. Provides smooth, clean, toe interior and secure bond at tip line.

... Call or write your United Branch Office for a demonstration.

Uncoated side adheres firmly to flesh side of upper.

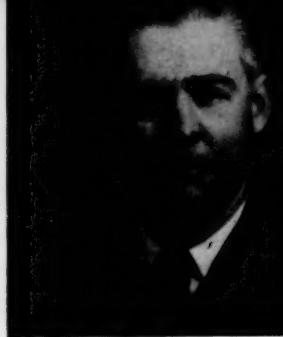
Coated on foot side — does not stick to last.

UNITED SHOE
MACHINERY
CORPORATION
BOSTON, MASSACHUSETTS





Robert H. Leverenz
Leverenz Shoe Co.



B. E. Reed
General Shoe Corp.

MACHINES AND MEN

WE share the feeling of many others in our industry that we are lagging behind many other industries in the field of automatic machinery. As soon as a shoe factory departs from a single style operation, the possibility of moving work by conveyor is either eliminated or severely hampered because of the varying time element involved in many of the operations. The extensive use of cams, levers, and gauges in all phases of manufacturing industry, including our own, leads us to believe that considerably more can be accomplished, particularly on major operations from in-seaming on through the balance of the shoemaking process.

The research, invention, and experimentation needed to accomplish the realization of more automatic machinery is no trifling matter. But I believe that the continuing encouragement of competition in the shoe machinery field will of itself help us in a solution of this great technological problem. If, however, progress is too slow, it may be necessary for the many participants in the shoe manufacturing field to combine financial resources in much the same manner as the same segments are now willing to share shoemaking knowledge at the annual Factory Management Conference.

I would like to add a word of concern over the apparent backwardness of our industry in the building and developing of men. In this or in any other nation the greatness of the country is determined by the greatness of its people. Our industry places far less emphasis on the development of strong leadership and strong personnel than almost any industry of comparable size. Of 460 firms who participated in the very fine Industrial Management Institutes conducted by the University of Wisconsin last year, only three shoe manufacturing firms of the many in this territory saw fit to participate in any one of the wide variety of conferences presented.

In the long run we will very definitely have to develop men who are capable of outstanding leadership and who in turn can develop subordinates who are capable of attaining high production so that both productivity and workers' earnings will rise to levels comparable with other industries. It is only through the full development of our human potential that we will in turn lure top prospects and talented individuals into our field of endeavor.

The prideful boast of the industrial or machine age is that it releases men from burdensome work now done by machines. That is fine. But men must be released toward something—toward assuming larger responsibilities where the role of intelligent leadership is allowed fuller scope and play.

Everything ever accomplished throughout all history—the advances in science, technology, industry, management, etc.—can be translated into one word: people.

WE WANT MORE MECHANIZATION

TECHNOLOGICALLY, we have seen great improvement in the shoe manufacturing industry since the war. We have seen new developments in cements, machines, the use of synthetic materials and in manufacturing methods. None of these have been phenomenal in the strict sense of the word and are far from revolutionizing the industry. Since the war, we are making better looking shoes with more style. They are more durable and comfortable on the foot, and they are a little easier to make.

We need many improvements in every field of our manufacturing but in the writer's opinion, we need most of all, machinery which will reduce the human responsibility. Any one of hundreds of operations could be singled out for specific concentration. But because our industry is dependent on many different manufacturers of machinery, we must be alert to new improvements as they arise, whatever the operation might be. We need technological improvements which will reduce the human element in our manufacturing operations, in order to lower costs, eliminate inferior products and make satisfied customers.

We know from experience that improvements in machines have been too slow to keep pace with developments in styling and materials. With possibly some very few exceptions our present machinery must be considered as tools with which the operator by using his skill and judgment is able to perform the operation. We know this skill and judgment must be exercised on each shoe and relaxing from this for just a few seconds means inferior or damaged shoes in many cases.

We are also aware of our terrific problem in the training of new operators because of damaged material and damaged and inferior shoes until he or she has acquired the necessary skill and knowledge. Furthermore, in spite of our progress in the last few years, we must continue with the same high degree of supervision to insure a satisfactory shoe.

What can be done to speed up the promotion of improvements in our machinery? The Factory Management Conference certainly is a step in the right direction, bringing together the various manufacturers for mutual discussion plus giving the allied industries an opportunity to show their new developments.

We must, as a further step, be prepared to test and try out these new developments wherever practical since only through adoption and use can we expect further improvements to come. The various machinery and attachment manufacturers must be alert to the needs of the industry by closer contacts and a more thorough investigation as to its problems. More than anything else, the shoe manufacturers must exchange ideas on these new improvements as they are put to use realizing that there will be mutual benefits for all.



Charles Schlosberg
Green Shoe Mfg. Co.



Eli White
General Shoe Corp.

A RESEARCH PROGRAM

THE Factory Management Conference is a springboard to the solution of a broad problem which faces the shoe industry. It is the beginning of a program which has long been in effect in other industries, and which is needed in our own. That is a program of research.

Each Conference is actually an initial part of such a program, in that it serves as a clearing house for factory techniques and factory development. However, the part of the Factory Management Conference in this important phase is of necessity limited. It can probably do no more than define and emphasize the need of research in the shoe industry.

It is needless to stress the importance of research in any industry or any business. Name any large organization in almost any field of endeavor and you will find a research program being carried on behind the scenes. It has become the life blood of progress itself.

If the shoe industry is to keep pace with the industrial growth of the country, it must seek new and better methods of manufacturing shoes. This applies to individual plants as well as to the industry as a whole.

While the purpose of the Factory Management Conference is to assist individual manufacturers, each manufacturer can further his own cause by appraising his operation in terms of efficiency. This applies to savings that can possibly be made by the elimination of waste both in materials and time, a possible revision of plant layout and, oftentimes, in the creation of labor saving devices. There also might be a need for new labor saving machines. The industry as a whole can encourage shoe machinery manufacturers to further develop such machines.

The Factory Management Conference is a step forward in this direction. It points up the need for more and better research among shoe manufacturers. It serves to bring many of their problems out in the open. Probably of equal importance, it serves to unite that phase of the industry which, in the past, has had no clearing house for factory techniques and development.

Research is not to be misunderstood or confused with "ivory tower" projects conducted in the atmosphere of a scientific laboratory. That is only one small aspect of research. But there is the practical research done in the ordinary factory—the investigations of everyday factory problems and seeking ways to solve the problem.

This is the type of investigative research that belongs in the shoe factory; the constant probing of ways to do the job faster, simpler, at less cost, and ending up with an improved product. All research has this single aim. We in the shoe industry are in great need of it. Perhaps more so than in most other major industries.

NEED FOR ENGINEERING METHODS

WE have both a challenge and an opportunity in the years to come since we are a part of an industry that by comparison with some other industries has not made the technological progress it should have.

Our industry is constantly competing with other industries for a greater share of the consumer dollar. If we are to be competitive with other industries, we must not only keep pace, but improve our relative position in technological development.

I was recently asked the question, "What do you consider the one technological effort most needed in the shoe manufacturing industry to do a more efficient overall production job?" As I look at the problem we face every day on cost, production, quality, etc., I am convinced that one of our greatest needs is an alert, aggressive and forward-looking engineering program.

As we look at other industries and see the remarkable advances made in the elimination of operations, the combining of operations, improved material handling, better planning for production, work simplification, job layout, plant layout, tool design, and many other improvements, we soon realize that by comparison our industry has barely scratched the surface of possibilities. It's true, in my opinion, that making shoes does include more of the human element than many industries. Also, there are more hand operations than in many industries. I think we will agree, however, that where there are hand operations being performed that these operations offer real areas for methods and machinery improvements greater than where machines already exist.

With the rapid changes in styling, we more often than not find our plant layout out-dated which can only result in increased cost. The establishment and maintenance of very simple flow charts often reveal very costly back-lashes.

The use of conveyors for material handling and process flow, while used by some people, offer real possibilities for the future if we learn to adapt them properly to our particular needs.

Proper planning of production to produce maximum results with minimum costs is an area badly needing our attention.

Proper engineering of patterns and the development of new techniques in pattern engineering is needed.

These are just some of the areas where progress can and should be made. Just because something has been done for years is not necessarily a good reason why it should continue to be done that way. We must feel that in everything we are doing there has to be a better way for it to be done.

AUTOMATION IN THE SHOE FACTORY

Raymond Purtell
Hanover Shoe Co., Inc.

INTO American industry has come a new word or theme that has caught the imagination of progressive factory executives. It's known as "automation"—the operation of a plant or departments by automatic machinery and control mechanisms. I believe that this theme of automation holds great promise for applications in the shoe industry.

There is strong need for much wider use of automation in the shoe factory today. Automation in terms of automatic machinery; of automatic equipment; of automatic "control" mechanisms such as those helping in the control or uniformity of quality, etc.

More and more, in all industry, the use of "the human hand" as a guiding or control mechanism in production is being replaced by apparatus not subject to natural human error or deviation such as fatigue, emotional or nervous reactions, eyesight, tension, etc. Behind this "trend," of course, is the idea that machines—especially automatic machines—remain at the same level of performance morning till night.

As a result, the vital element of uniformity and quality of product is assured. This reduces the number of defects or inconsistency in the product. There is a steady flow of the product, and one product is identical with another of its kind. That is quality control in one important respect.

The shoe industry, like all industries, is obviously vitally interested in increasing productivity—producing more shoes per man-hour expended. This is at the root of the American story of how costs, and hence prices, are lowered while at the same time improving the quality standard of the product.

Automation is the best way to achieve this; more automatic machinery, equipment, devices and apparatus. Today our shoes move through a series of scores of operations, each a cost factor unto itself; each consuming manpower, time, skills, money. Automation could reduce these cost factors appreciably.

For example, automatic machinery that would not only speed up the job and improve quality, but combine two or several current operations into a single operation.

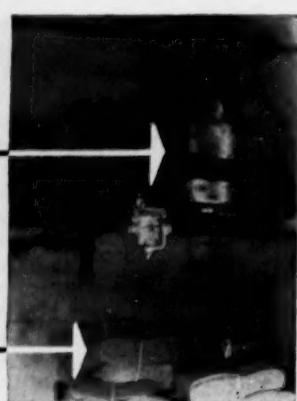
It is somewhat amazing that from 150 to 200 operations are required to make a pair of shoes in this modern day. It seems reasonable to assume that an appreciable number of these operations can be combined, thus reducing the total via automatic machinery and equipment.

Almost every progressive and major step being noted in leading industries today is related directly or indirectly to automation—getting a machine to do what the human hand formerly did. Labor, incidentally, has actually benefitted by this trend. Wages, employment and other gains continue to rise.

Thus automation proves a boon to all: to industry, to the consumer, to labor. It is an old American story: devising the means to constantly make a better product at lower cost via mechanical ingenuities so that more things are made available to more people, with a consequent rise in our standard of living.

ARMSTRONG STEAM HUMIDIFIERS

WILL HELP YOUR LEATHER



NOT much point in telling a leather man what excessively dry air during the winter heating season will do to leather. But maybe there is a point in telling you that there is a guaranteed, low cost answer to the problem. So successful have Armstrong Steam Humidifiers been in the leather industry that they are guaranteed to satisfy you—and that, of course, means they must save you substantially more than they cost you. If not, you return them for full refund of their purchase price.

Armstrong Humidifiers have been proven in your industry. Want the names of companies using them?

Write today—ask for FREE BULLETIN 1774 giving complete details.



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REACH the Right People!

... those who are most likely to need what you have to sell.

- You can do it—very easily too!—with a one inch single column "Want Ad"—for \$2.50 a week—certainly not an obstacle to keep you from utilizing this valuable resource! . . . in the magazine voted first choice by shoe and leather manufacturers through nation-wide polls.

- Use L&S "Want Ads" to attract the attention of practically all those you want to reach. It's the easiest and most effective way.

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LEATHER and SHOES

300 W. Adams St.
CHICAGO 6, ILL.

She found out from a survey:



On the campus, GUN METAL *often mistaken for calf*

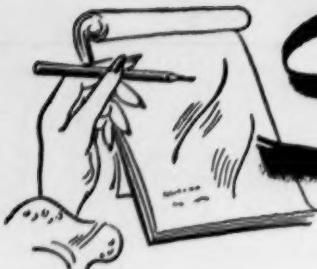
The interviewer wasn't primed. The campus wasn't primed. But the answer came out this way!

Of the five leather swatches they saw — one calf and four side leathers, including GUN METAL — more students liked GUN METAL best of all. These students actually preferred the GUN METAL to the calf and to every other side leather.

So here's your answer. Experts know how fine GUN METAL looks and works. Shoe customers at retail prefer GUN METAL.

Take advantage of its fine appearance and quality and promote GUN METAL yourself. There's every competitive advantage. Write for free swatches or see a typical side. A. C. Lawrence Leather Company, *A Division of Swift & Company (Inc.) Peabody, Mass.*

LAWRENCE LEATHER
It's naturally better



Stylescope

SHOE
FASHION
NEWS
AND TRENDS

Prints perking up for Spring and Summer. . . . New promotion: men's shoes and hose. . . . White and pastel riding high for Summer — with brown as dark horse.

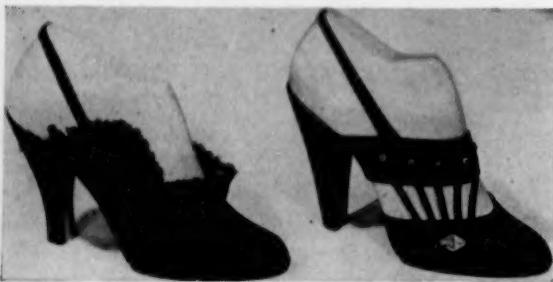


As reported in January 23 Stylescope on Guild Show prints will reach new heights in women's shoes. For several years prints have been out of the picture fashion-wise. Last year in high style they began to achieve obvious popularity. May easily be strong this year in volume medium and low-priced shoes.

Fashion leaders are promoting prints in ready-to-wear. Success of floral, fern, geometric motifs in women's wear points new path for shoe manufacturers. Vital for women's shoe designers to follow and interpret ready-to-wear trends. Some clothing trends demand shoes to go with them (example, coordinated textures, etc.) Other trends need contrast to be effective, particularly true of prints and solid colors. Thus, promotion of printed shoes to complement single-toned costumes could mean extra-pairage sales this year. With focus on grace and femininity what could be more charming than dainty, printed shoes? Not just striped denims or polka dots but patterns, floral designs for that hand-painted look. A touch of gaiety and luxury for m'lady's pretty foot!



Smart integrated promotion provides new silhouette acceptance and stimulates consumer purchasing. Barefoot look in women's shoes began two years ago. Now a volume number, reflecting new style feel for lightness coordinated with ready-to-wear trends. Delicate



open look emphasized by lingerie trimmings lends itself to subtle, yet arresting advertising. A real "look again" note for startling promotions is created by boudoir effects in pictured pullovers by Allied Kid. Left, black suede halter with lace ruching emphasizing sweetheart lines of throat. Right, halter in black suede with touches of rhinestones on diamond-shaped faile trim. Latticed side striping for that nude yet covered look.



With branded men's hosiery manufacturers planning all-out national sales and advertising promotion campaign, a revamped selling structure in men's hosiery may be created. There is a trend to selling socks as an integral part of each individual ensemble. More new and brilliant colors in socks also being shown as an incentive to buy. Here is a natural spot for men's shoe manufacturers to coordinate not only their styles, particularly color-wise, but also their advertising with men's socks. Similar common action has proved successful in such industry tie-ups as men's shirts and ties—so why not for shoes and socks? For example, for business wear silk and lisle hose could be stressed as perfect mates for smooth leather shoes, while argyles and diamond patterned wools complement more casual shoes, especially grained leathers.



A look at Spring and Summer colors in women's shoes, 1954 version. Need for crystallization and direction of thinking in women's shoes color-wise. Too many colors confuse customer as to what is fashion-right. Must be a definiteness and agreement on one or two big colors in line with ready-to-wear presentations.

Importance of white steadily growing. Was reintroduced two seasons ago, before that a dead duck. Dressed up with stitching, embroidery, beading, or jeweled decor white now attaining industry-wide acceptance.

Many prints in ready-to-wear have touches of white in collars or belts—white shoes accent costume look. Also most printed fabric shoes have white backgrounds.

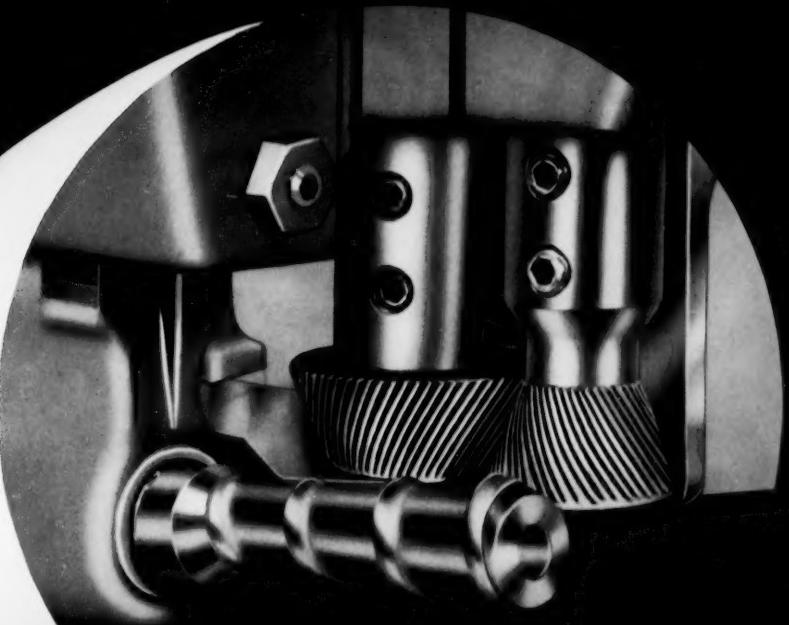
As a trim, neutral quality of white can't be beat—an excellent go-together with most Spring-Summer colors and fashions. Thread line pipings, dainty white bows add flavor and smartness. And, of course, the perennial favorite—the spectator, utilizes white to its own advantage.

Pale pastels and muted hues achieved importance last Summer. Will also be good this year. Pinks, yellows especially add enticement to wardrobes when used subtly. Beige, in warm sunlit tones, being shown prominently in high fashion lines—will probably move into volume.

Another color to watch, particularly as a long shot that could pay off, is dark brown. Presents interesting contrast for beige and white—newer looking style-wise than black or navy.

Joan M. Barnes

THE SYMBOL
OF
PROGRESS
IN
SHOE MACHINERY



ASMC

ANNOUNCES for 1954
**4 OUTSTANDING DEVELOPMENTS
IN MODERN SHOE MACHINERY**

designed to:

- **REDUCE COSTS!**
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- **MINIMIZE NEED for SKILLED LABOR!**

*ISM*C . . .

DUOMATIC SOLE PRESS

For Attaching Pre-spotted Soles



Handles two shoes

at a time

in each of

two stations

to give

higher production

with longer time dwell.

Fluid-type pressure pads

insure uniform bottoms

of highest quality.

Designed for use

with conveyor systems,

pass systems,

and in high production

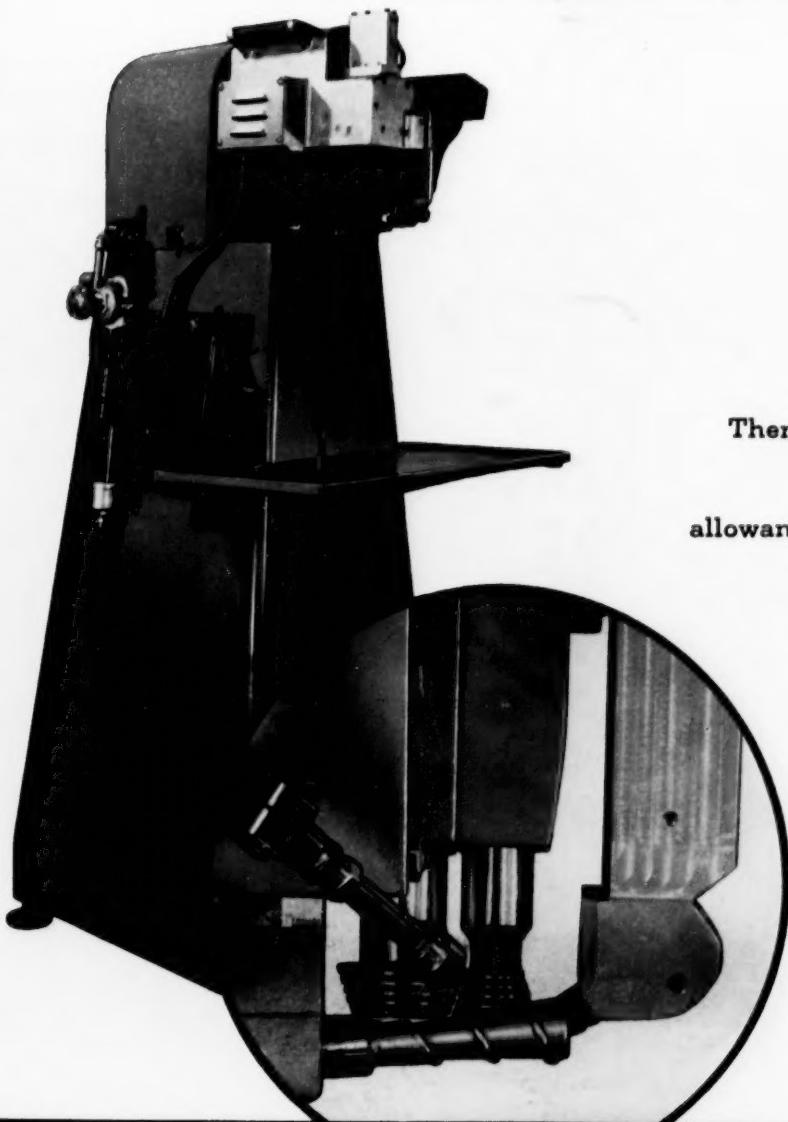
factories.

INTERNATIONAL SHOE MACHINE CORPORATION

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THERMALASTER

For Combined Cementing and Side Lasting



This machine
eliminates
pre-cementing
operations
by extruding
fast-setting
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on the lasting
allowance while lasting.

INTERNATIONAL SHOE MACHINE CORPORATION

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For general use

in factories

where a wide

range of styles

and heel heights

are being made.

Designed

for use with

heat-activated or

pressure-sensitive

cements.

INTERNATIONAL SHOE MACHINE CORPORATION

ISM**C**... TOE PREFORMING MACHINE

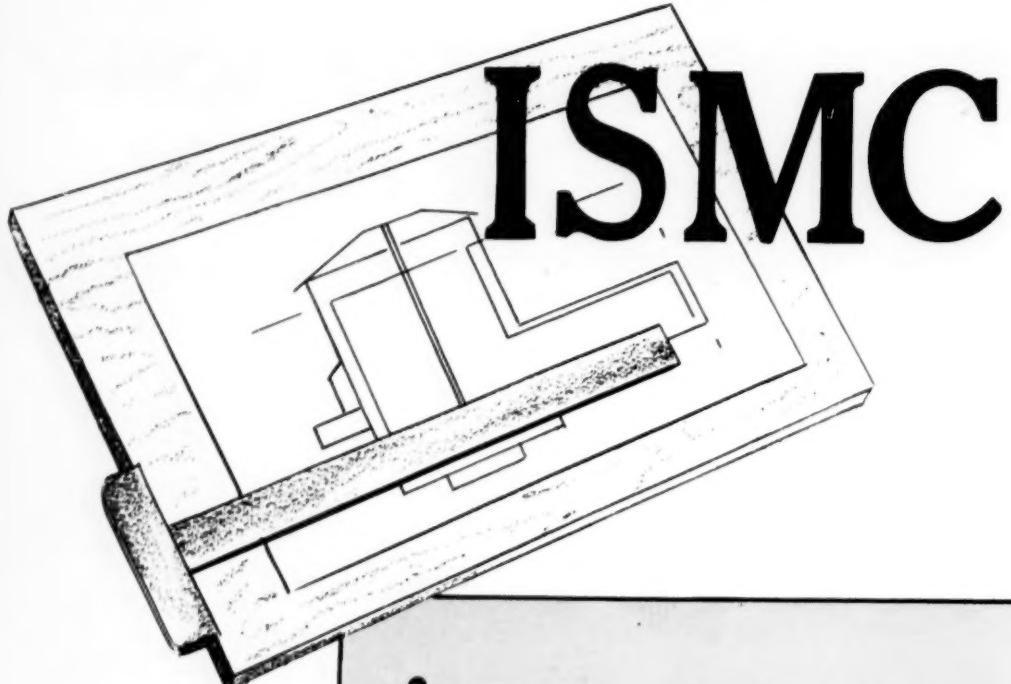
For Shaping Vamps of Closed-toe California Shoes



Forms and wipes
tempered vamps,
with or without
box toes,
moulding to
proper toe contours.

INTERNATIONAL SHOE MACHINE CORPORATION

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Shoe manufacturers now look to ISMC to produce simple, efficient equipment for major operations.

The tried and proven new machines shown here are but the first in a series of equally important developments.

On our drawing boards, in our shops or under field tests are other machines based on new concepts of modern shoe making.

Now, more than ever before, shoe manufacturers are looking ahead with ISMC!

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CAMBRIDGE 42, MASSACHUSETTS

BOSTON - HAVERHILL - AUBURN (ME.) - NEW YORK - TUNKHANNOCK (PA.) - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

HOW DO YOU EVALUATE A SHOE?

Are Product Evaluation Standards Lacking In The Shoe Industry?

Wear Tests Found To Be No Criterion Of Value; Real Worth Of A Shoe Is In Performance Rating

Does the average shoe manufacturer give enough precise attention to the performance value of his shoes? Does he take the performance of his shoes for granted? What standards does he use—what tests—to evaluate his product?

Answers to these and related questions aren't easy to supply, primarily because there has been little factory practice of what might be termed "scientific evaluation" of the industry's products. Commonly, inspection is confused with testing, and testing is confused with research. Most shoe factories inspect, few test, and very few employ research.

Thus the "testing" and "research" of footwear is left pretty much to the consumer—quite unlike in other industries where a program of pre-testing and product evaluation at the factory level is basic.

Here is a study, dealing specifically with the shoe industry, that should prove highly provocative.

One of the most challenging questions that can be put to the shoe industry is this: How do you evaluate a shoe in terms of *performance*?

How do you "rate" a shoe? What is it that makes a shoe a good, mediocre or poor product?

What specific *standards* of appraisal are used by the industry, or by the manufacturer, in determining the performance value of its product?

Now, as simple as these questions may appear to answer on first glance, such simplicity of reply will be found to be entirely self-deceptive. These questions have been put to a substantial number of shoe manufacturers and factory executives. There has been no agreement on the answers. And in the majority of instances no satisfactory answer at all has been supplied.

Wear value has been cited commonly as a good measure of shoe appraisal. But it is one of the worst or most unreliable standards. For instance, to use an extreme but basically sound example, a shoe may have an iron sole, bullhide upper, and be

stitched with steel thread. It will far outwear the highest priced quality shoes on the market. Yet, obviously, it would not be classified as a satisfactory shoe.

To use a more practical example, the wooden shoes worn by some of the Dutch peasants will last for years. If wear were the major criterion of value, these wooden shoes would rate tops on the list.

Therefore, wear as the common standard of measure of shoe worth is totally unreliable. It is easy to make a shoe to give extraordinary long wear. But this would not necessarily be a "good" shoe in terms of over-all value.

Incidentally, in many if not most of the comparative "shoe value" tests made on brand-name footwear by outside laboratories, wear is the chief (if not entire) criterion used to appraise the worth of a shoe. We thus find low-priced shoes receiving a much higher rating than higher priced or "quality" brands. This is becoming a common practice. And the manufacturer with a lower "rating" despite his higher quality shoe is at a loss to defend his product because neither he nor the industry has an established "standards of performance" gauge by which shoes can be rated.

This stands as a challenge to the manufacturer. What proof—what measure of performance standards—can the manufacturer present to the retailer or consumer to obtain a fair comparative rating for his shoe? We can talk about better "quality" or better "workmanship." But how are these *demonstrated* in terms of *actual performance*?

For example, a \$10 men's shoe is compared with a \$7 men's shoe of the same or similar style. The consumer asks, "Why should I pay the higher price? What does the \$10 shoe give me in terms of value or performance that the \$7 shoe doesn't?"

The commonplace answer by manufacturer or retailer: "It's a better

quality shoe. The materials and workmanship are better."

And yet, as almost always, the question remains unanswered. No specific answer is given in terms of *performance differentials*.

In fact, even the commonplace answers may often be challenged. For instance, does the use of better materials necessarily mean a better shoe? No. Better materials are simply the *opportunity* to create a better shoe. But if a poor last is used, or the shoe is fitted poorly, the shoe doesn't perform to the customer's satisfaction and hence the shoe is given a poor rating despite the better materials.

Or, despite fine materials and workmanship, if the back seam stitching happens to break, then the fine materials and workmanship in the rest of the shoe are lost.

The real worth of a shoe is measured by a group of factors which as an integrated team give a level of satisfactory performance.

Long wear alone isn't enough. Nor are fine materials. Nor is fine workmanship. And so on.

Now, perhaps most shoe factories demand that each component or part of the shoe comply with a given set of standards. When the factory buys innersoles, for instance, it demands that the innersole deliver a given set of required qualities in material, construction, etc. This applies to almost everything that goes into a shoe.

And therein lies the great pitfall. Many manufacturers, knowing that the shoe's parts have met with pre-specified requirements, *take it for granted that when these parts are assembled to make the finished shoe, that the finished shoe automatically will perform to the assumed standards.*

But that is an assumption. Perhaps most of the time it *does* perform as expected and desired so that everyone is satisfied. But at other times it fails to deliver that kind of performance.

And there is the misfortune. The testing of most footwear is done by the consumer, not by the manufacturer. A car manufacturer or a producer of refrigerators will pre-test or factory-test his product in every detail. Why not shoes, too?

So at this point we arrive at two conclusions:

1. A set of specific performance standards should be established for shoes;

2. A reliable testing program should be used by the shoe factory to pre-test its product for performance values.

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Now, if we put aside the strictly fashion values, the real worth of a shoe is measured in terms of its over-all performance. Other than style-appeal, it's the primary reason why the consumer will buy the \$10 shoe in preference to the \$6 shoe. On the other hand, if the consumer

isn't convinced that there is a genuine and substantial performance differential between the \$10 and \$6 shoe, he will buy the \$6 shoe.

It's interesting to note that the vast majority of shoes sold in this country are in the low- and medium-priced brackets. This may be some indica-

Performance Evaluation

Test	Performance	Penalty	Total Penalty
Sole	{ Wear Deformation Separation	5 3 2	10
Counter	{ Wear Shape Retention	2 3	5
Heel	{ Security Wear Shape Retention Covering	2 1 1 1	5
Box Toe	Shape Retention	2	2
Innersole	{ Cracking Curling Deformation Discoloration	6 6 6 2	20
Quarter Lining	Stitch Separation	2	2
Forepart Lining	{ Wear Separation Wrinkling	2 1 1	4
Tongue	{ Positioning Separation	1 1	2
Upper Material	{ Wear Shape Retention Cracking Discoloration Peeling Scuff	8 6 4 3 2 2	25
Back Seam	Stitch Tear	5	5
Bottom Filler	Creep	2	2
Thread	{ Break Resistance At a. sole edge b. upper forepart c. quarter	2 2 2	6
Fit Of Shoe	Over-all	5	5
Ball Flex	Flexibility	2	2
Comfort	General	5	5
		100	100

A SUGGESTED SCORING SYSTEM FOR SHOE PERFORMANCE EVALUATION. When any specified part or action of the shoe fails in performance, it is given a "penalty." The greater the penalties the more is taken off the total score. Shoes ending up with highest scores (the fewest or mildest penalties) are rated the best shoes—or rated well in terms of performance. The penalty scores listed beside each shoe part here are merely suggested. They can be changed according to each factory's own opinions or ideas.

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tion that the shoe manufacturer making better-grade shoes hasn't convinced the public that there is a real enough performance differential in his shoe to make it worthwhile for the consumer to buy the "better" product.

Can we "standardize" shoe performance? Can we say, for example, that a shoe of a basic type and in a certain price range should fall within a minimum and maximum range of performance?

Yes. It can and should. It is only in this way—aside from style—that the basic worth of the shoe can be evaluated by the manufacturer, retailer and consumer. A shoe should meet a specified performance level in relation to its price. Only in this way can the consumer know that "the shoe is worth the money."

How does the shoe factory go about establishing a set of performance standards?

First, every individual component of the shoe is supposed to render a specific structural or functional purpose. The innersole, counter, box toe, etc., are each rendering a definite service toward making the shoe satisfactory for the consumer in terms of appearance and performance.

If one shoe gives distinctly better over-all performance than another, it's a "better" shoe and is worth more money, usually.

Therefore, a list of all the components essential to the structure and performance of the shoe must be prepared. Such a list would look something like this (though this is not proposed as a complete list):

- Counter
- Innersole
- Bottom filler
- Quarter lining
- Forepart lining
- Backseam
- Tongue
- Box toe
- Upper material
- Sole
- Ornamental applications
- Thread
- Heel

We are talking here, of course, about components. Other standards or tests will be mentioned later.

Now, each of these components must answer to both positive and negative tests. Each component is expected to do certain things, and also to not do certain things.

For example, the innersole may be called the structural heart of the shoe. It's expected to integrate the structure of the shoe as a whole; to form a firm base; to hold its shape;

British Shoe Standards

Recently established is a British Standard for children's outdoor footwear, drawn up by a representative committee of manufacturers, distributors and consumers, following a proposal from the British Boot and Shoe Manufacturers Association. This has been published by the British Standards Institution, equivalent to our own U. S. Bureau of Standards.

Provisions are laid down for basic last sizes, threads, linings, and other shoe components, and for shoe markings. In the future, children's shoes made under these agreed specifications will be marked clearly with "B. S. 2025" along with the trade mark, name or identification mark of the manufacturer. This permits the consumer to identify manufacturers and to recognize their products.

etc. These are positive tests. On the other hand, it's expected that it won't curl at the edges, or crack, or lose its shape, etc. These are negative tests.

If the part passes both the positive and negative tests, then it has met the factory's established standard for this component. However, the standards and tests will be different in accord with the grade or type of shoe. Pre-specified and accepted standards will naturally be lower for lower grade shoes, and vice versa.

Now, there are other tests outside of the components themselves. For example, shape retention of a sole with wear, or with the shoe as a whole. Or stitch tear strength—but at specific places in the shoe.

Each component must be given its standard requirements in terms of shoe performance with the ultimate customer in mind. For instance, a box toe that collapses with wear will create a "short" shoe due to friction or pressure of the collapsed box toe against the toe of the foot. Also, the shoe's appearance is detrimentally affected. From the customer's standpoint—despite all the other good qualities of the shoe—the shoe is an unsatisfactory shoe.

Now, finally, the testing of the shoe for over-all performance. As we've pointed out, the fact that the individual components of the shoe meet the established standards tests of the factory, simply increases the chances that the shoe will give satisfactory over-all performance. But it's no assurance or guarantee of

such. Hence, the shoe must be tested for over-all performance, a wearing test.

Does the shoe hold its shape with wear (at counter, forepart, sole, etc.)? Is it a "good fitter"? Does it flex easily in walking? Does it squeak?

These and various other over-all performance tests can be set up, according to what extent desired. Individuals or test subjects can be used, anywhere from 10 to 50, for instance, and preferably the group comprising a good representative cross-section of the consumers who will wear the shoes. The tests should be conducted under conditions to which the shoes will be most likely to be subjected.

Finally, a "scoring system" should be set up so that a precise evaluation report can be made on all the tests. For the present, no exact scoring method can be used. Each factory will have to devise its own, giving the score ratings for each test as they see its worth. Someday the industry as a whole may set up such a group of test scores.

However, we are here (see table) suggesting a scoring plan that might be used as a guide. The idea is simply this. Each component of the shoe is given a rating, depending upon its importance to the performance of the shoe—to the structural and functional values it contributes in comparison with other parts. Altogether these ratings would total 100 points.

Then another score of 100 is given for the actual performance tests, each specific test getting a relative rating or score, so that altogether they total 100.

In conclusion we'd like to emphasize that such a program is completely different from the regular inspection methods used by most factories. Inspection deals largely with appearance. If the parts of the shoe, or the shoe as a whole, pass the visual inspection of an experienced eye, it's acceptable. Yet in terms of performance such a shoe might fail in various points. Only a testing program can give a true evaluation of shoe performance.

Stetson Wins Award

Stetson Shoe Co. of South Weymouth, Mass., has been presented with an award certificate for accumulating 353,267 man-hours without a "lost-time" accident. Award was made by the American Liability Mutual Casualty Insurance Co.

New Rotary Spray Unit

Aulson Tanning Machinery Co. of Salem, Mass., in conjunction with Binks Mfg. Co., has announced development of a Rotary Spray Unit. The new unit can be used easily with the existing Binks Machine by removing the Reciprocating Unit and installing the Rotary Unit.

Installation of the new unit, which offers many new features, requires a very short time. Binks 7R Spray Guns can be used on the new Rotary Spray.

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New Backing Material

Georgia Leather Co. of Newark, N. J., has announced development of Georgia-Flex, a new improved backing and covering material for shoes and other leather goods. Marketed under the name "Georgia-Flex," the new backing is available coated or uncoated in thicknesses from .010 to .080 (1½ oz. to 6 oz.) in 48" or 50" widths in any length.

According to Hugo N. Surmonte, president of the firm, Georgia-Flex is uniform in texture, color, size and weight, easy to handle and work, durable, weather-, scuff-, and stain-resistant. It is also treated to prevent fading, running, blemishing or staining and is washable with soap and water.

•

Jingles In Jest

Lines To A Certain Salesman After Reading His Effusion In January 30 Issue Of Leather & Shoes

With you, boy, I often got plastered,
But friendship, alas, never lasted.
You're much too loquacious
And over audacious.
In fact, you're a bit of a dastard.

Shoe Factory Buyer.

Editors' Note: We reprint below from our Jan. 30 issue the words which prompted the above stinging rejoinder.

Fightin' Words

I'm fond of shoe factory dinkers,
Have nothing at all against pinkers,
But if you're asking me,
Most emphatically
I'd say that the buyers are stinkers.
A shoe fabric salesman.

You can see...



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WHAT IS RESEARCH?

Shoe Industry Confuses "Research" With Other Investigation Methods

Clear-Cut Understanding Of Research Is Required To Provide Sense Of Direction

By Clifford Roberts

Research Director, United Shoe Machinery Corp.

In the shoe industry the term "research" is used constantly. Yet it is usually confused and misapplied.

Because of this growing confusion, and because the idea of research in the industry is rapidly gathering momentum and interest, LEATHER AND SHOES asked the country's foremost authority on shoe industry research to clarify this matter. In this exclusive article "research" gets a crisp, clear definition.

The term "Research" is so abused, so misused, and so confused that it has become almost meaningless. It is well worth while to get straight in our minds what true research really is.

As used in science and industry, research implies the organized search for new, useful knowledge. Looking for a lost golf ball is not research, because the knowledge of its whereabouts is not generally useful to mankind.

Looking up the meaning of a word in a dictionary is not research because, though the knowledge may be new to us, it is not new to mankind.

Trying out a new brand of cigarettes is not research, because nothing new is created; we merely compare two products. Stumbling over a gold nugget may produce new wealth, but is not the result of an organized search.

Research is essentially creative, for the new facts lead to new understanding of one's business, and thence to new and better products — new machines, new materials, new methods.

People frequently use the word research in combination with another word. One hears about applied research, market research, governmental research, etc. Even if the experts can't agree on a definition for that word "research," there will be fairly good agreement on the following.

Fundamental Research or Basic Research or Pure Research are terms applied to efforts to push back the frontiers of knowledge — the search for new scientific facts without regard to their eventual application, their profitability, or their social significance. For example, the effort to find out what causes cancer is fundamental research. In the shoe and leather field the study of the collagen fiber and the chemistry of tanning is fundamental research.

Applied Research is the application of research brains and techniques to a specific problem—the solution of which would be profitable. It usually implies that the nature of the solution is not specified in advance. For example, color television is being evolved by intensive laboratory work, but as yet the final form is not settled.

Development is a term which does not use that word "research" but is mentioned here because it is the next stage of the process. It builds upon the facts found through research to produce a specific desired product. And in general the product is marketable, such as a new kind of a machine, a new kind of insole material, or the like. When research tells us what caused cancer, the next step will be to *develop* a cure.

Testing: Many people get testing confused with research. When we test one material against another we learn something new to us, but no new knowledge is created. The relative merits of the materials were established facts *before* we made the test. The better material may contribute to improved products, but let us not call this research. The research and development were all done before we got the materials to test.

If one is still in doubt, let him apply for a patent on his findings. Substitution of one material for another is not patentable unless the new ma-

terial produces some useful result dramatically different from that resulting from any other substitute material.

Academic Research refers to where the research is done. A great deal of work is done in colleges, universities and technical schools, as well as research foundations such as Armour, Carnegie, Battelle Memorial, National Bureau of Standards, etc.

Industrial Research again refers to where the research is done. It applies to the work done by more than 1,500 laboratories maintained by private industry, occupied in fundamental and applied research as well as development. These laboratories employ 110,000 people and have a total budget of about a billion dollars.

Government Research refers to the sponsor of the research. Last year the Federal Government paid for and hence directed over half of the billion dollars worth of research done in this country.

Market Research attempts to answer questions as to how big the market is for a product, where it is, how to reach it, and how to enlarge it. Market research is really a commercial analysis function, and should not be confused with scientific research.

Consumer Research is another name for sampling the preference of the public on this or that product. It can never classify as scientific research, because its findings can never be proven to be facts, if for no other reason.

The figures referred to above are those which are so frequently evaluated by comparing the research budget to the gross sales of a company. The national average for research in companies who support research is about two percent of sales. This refers only to industrial research in the first three categories above—fundamental research, applied research, and development. It does not include product testing or materials control laboratories, nor market or consumer research.

The history of shoes, shoe machinery and shoemaking shows that all of these have been well worked over and that there is little that is new in the application of the old arts and sciences. New knowledge developed through research in the new sciences is resulting in new processes and new products. But without such work being carried out, it is safe to say that shoes, shoe machinery and shoemaking, like the earth, will continue to revolve around the sun.

MALE PICK-UP

Men's Planning Committee To Develop New Selling Program

Over the years, the male animal has traditionally found himself at the lower end of the totem pole when it comes to new shoe styles. Traditionally, shoe designers and manufacturers have neglected him almost shamefully in favor of style conscious women.

Result is, rather than showing improvement in recent decades, per capita consumption of men's shoes has declined from 2.25 pairs per year during the 1921-29 period to a mere 1.90 pairs during 1946-53.

Now comes the National Shoe Institute, promotional arm of the National Shoe Retailers Association and the National Shoe Manufacturers Association, with news of a Men's Planning Committee whose purpose is to develop a program to increase the sale of men's shoes.

The Committee, boasting the nation's top manufacturers and retailers

as members, will "study existing facts, develop new information of men's shoe buying habits, and lay plans for a program for the years ahead."

As George Hess, Institute president and a prominent shoe retailer in his own right, puts it, "The evidence is clear that we should take action to renew our promotion of men's footwear. In 1950 the National Shoe Institute carried on a most effective seasonality program on men's shoes. This campaign was promoted through the sales efforts of individual manufacturers and thousands of retail stores throughout the country. It was discontinued because of economic developments in shoes and leather during the Korean episode. We believe that the effort should be reviewed, and expanded, and placed on a continuous basis.

"In men's shoes as in clothing,"

says Hess, "men's buying habits change very slowly. In spite of the fact that we are making the most attractive and comfortable summer footwear in the history of the business, we are not making sufficient progress in convincing men that they should take the overcoats off their feet. Men are, it is true, buying more casual and sport types. But there are far too many men today who own only a single pair of street or dress shoes.

"There has been a growing increase in the attention being given to men's fashions in the various news media. This provides an excellent background for increased emphasis by the shoe industry on selling men an adequate shoe wardrobe for all occasions and all seasons."

Men's Planning Committee will emphasize the importance of retailers featuring casual types for early spring and during "The New In Shoes" industry-wide promotion beginning March 7.

After Easter the Committee will urge in bulletins to the trade a hard-hitting selling drive on "summerizing," featuring slogans such as



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February 14-16

WE will all be on hand to greet you at the usual place—No. 318 Hall of Mirrors.

SEE what is new in sewing machine parts.

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**GET the latest techniques in the use of our regular equipment—for example,
softer shoes are the trend—see how we can help you obtain the utmost.**

FROM THE PLANT—Osgood, Calder, Courtemanche, Illingworth.

WHITMAN, MASS.—Frank Finnegan.

N. Y., PHILA. and N. J.—John Hank.

WESTERN N. Y. STATE and PENN.—

The Newmans.

MISSOURI AREA—Ray Mueller.

SOUTHERN OHIO, NORTHERN KEN-TUCKY—Arthur Wohlmann.

ILLINOIS and NORTH—Val Hoffman.

BALANCE of CENTRAL WEST—William Hafner, Cincinnati Office Mgr.

CANADA—R. D. Goldsworthy.

BOSTON MACHINE WORKS CO.
LYNN MASS. U.S.A.

"switch to tropicools" and "take the overcoat off your feet."

The Committee which held its first meeting Tuesday, Jan. 26, in New York, was attended by the following leading manufacturers and retailers of men's shoes:

Manufacturers

Richard Sears, Bates Shoe Co.; Charles H. Jones, Jr., Commonwealth Shoe & Leather Co.; Charles F. Johnson, Jr., Endicott Johnson Corp.; M. S. Wigginton, General Shoe Corp.; Archie Mudge, The Hanover Shoe, Inc.; Henry Rand, International Shoe Co.; Paul MacBride, Milford Shoe Co.; Robert Cook, A. E. Nettleton

Co.; B. H. Cort, Stacy-Adams Co.; A. Vinal, The Stetson Shoe Co., Inc.; Benjamin Stone, Stone Tarlow Co., Inc.; James Wall, Wall-Streeter Shoe Co.; John E. Dickinson, Albert H. Weinbrenner Co.; Merrill A. Watson, and Harold R. Quimby, National Shoe Manufacturing Association.

Retailers

George Hess, Hess's Shoes; A. H. Billet, Rival & Bond's Stores; John Gavin, John Ward Stores; Stephen Heller, Wm. Hahn & Co.; Morton Izen, Sears Roebuck; Melvin Reese, A. S. Beck Shoe Corp.; Joseph Summers, Ferr Bros.; Brent Wells, Melville Shoe Corp. L. E. Langston, National Shoe Retailers Association.



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TRADE PRESS POWER

Ike-Mamie Shoe Story Hits Nation's Press

The story of Ike and Mamie Eisenhower and the shoes they wear, an article which appeared exclusively in the Jan. 16th issue of LEATHER AND SHOES, has been reprinted in newspapers and magazines all over the country.

The story, believed to be the first time a feature has ever been written about the shoes worn by a U. S. President and his wife, was eagerly picked up by the newspaper syndicates such as Associated Press and United Press, and distributed to over 2,500 papers all over the U. S. and several foreign countries.

The story, quoting LEATHER AND SHOES as the source, was published in the *New York Times*, among dozens of other large metropolitan dailies, plus such magazines as *Time*.

And the final touch: the White House has requested several copies of the issue of LEATHER AND SHOES in which the story originally appeared. As one veteran New York newspaper man stated, "The story was a real beat. A trade paper pulled the rug out from under the feet of all of us."

Elect QM Officers

Col. Warren E. Coombs of United Shoe Machinery Corp., Boston, has been elected president of the New England Chapter of the Quartermaster Association for the coming year.

Other officers elected at the annual meeting held Jan. 28 at the R.O.A. Club in Boston include Major Sidney W. Grossman, 1st vice president; Col. Joseph M. Geoghegan, 2nd vice president; Lt. Col. Dallas B. Pack, secretary; and Herbert K. Benedict, treasurer.

The National Convention of the Association will be held Oct. 14-15 in Boston. Col. Geoghegan is chairman of the convention committee.

New officers and board managers will be installed at a dinner dance to be held March 27 at the R.O.A. Club.

Proctor Licenses Rogers

Proctor Counter Company of St. Louis has named Rogers Fibre Co. of Kennebunk, Maine, exclusive licensee for the northeastern market on Proctor's new "Sofline" counter.

STEADY INCREASE

International Shoe Sales Up 16% In 1953

**Company says shoe industry has
adjusted to buyers' market**

Consolidated net sales of International Shoe Co. and subsidiaries for the fiscal period ended Nov. 30, 1953, totaled \$251,027,699, an increase of \$34 million or 16 percent over sales of \$217,041,923 in the preceding year, the company revealed this week in its annual report.

Despite a decrease of \$2,558,705 in military sales from 1952, civilian sales showed an increase of \$36,544,480 or 16 percent. Consolidated net income before taxes was \$19,508,358 and net income after taxes amounted to \$9,930,720, an increase of \$1,643,828 or 20 percent over the 1952 fiscal year.

The company produced approximately 55,600,000 pairs of shoes, or a fraction over 11 percent of all shoes produced in the United States, the report adds. In addition International's 29 other plants produced leather, cut soles, rubber heels and soles, cotton textiles and other articles used by International in the manufacture of its shoes.

Noting that consumer usage of shoes in the United States is estimated at 500 million pairs annually, the report continues that "the shoe industry, along with the textile and other soft goods industries, came to the end of its sellers' market about five years ago, and these industries have adjusted to the conditions of a buyers' market.

"For this reason, the declining tendency in the national economy widely talked about during 1954 should have only a mild effect on the shoe industry. We expect the industry in 1954 to produce at a rate not far from the 500 million pair level of the recent past. Looking into the more distant future, the steady increase in population of about one and one-half percent per year will be reflected in a corresponding increase in shoe production."

For the first time in several years little change was made in the company's shoe prices during 1953. Prices were increased slightly at the beginning of the fiscal year and adjusted downward four months later.

Six shoe factories were added in 1953 due to acquisition of the Florheim Shoe Company and one factory was closed. The company now operates 60 shoe factories in 56 communities of five states. It also operates 29 plants producing various supplies for manufacture of its shoes. Its new processing plant for rubber composition heelng and soling material at Bryan, Tex., construction of which was started in 1953, is nearing completion.

Also during 1953, International, along with the George O. Jenkins Company of Bridgewater, Mass.,

completed an agreement with Salamander Aktiengesellschaft of Kornwestheim (Bei Stuttgart), Germany, for the manufacture and distribution of leather fibreboards developed by Salamander.

During 1953, International instituted a more comprehensive sales training program, conducted retail sales clinics for store owners, continued intensive operation of Shoenterprise Corporation and its Merchants' Service Department, accelerated its research activities, and stepped up its training program for plant supervisory employees.

*from Forest
to Fashion*



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SAW & BLOCK MILLS
DONKEN, MICH.

LAST FACTORIES
PORTSMOUTH, O.
JOHNSON CITY, N.Y.
ST. LOUIS, MO.
BROCKTON, MASS.

PRATT MEETING CALLED "INQUEST"

Little Hope Held For Continuation Of Pratt's Tanning School

**Insufficient Students To Support School;
Tanners Divided On Continued Support**

It now seems quite probable that Pratt Institute's School of Leather and Tanning Technology will close its doors at the end of the current term. A grim meeting of some 25 tanning and allied industries representatives last week in Brooklyn held out little hope that the School could be continued. In fact, one attendant termed the meeting an "inquest."

All hope, however, has not been abandoned. A committee appointed George Meyer, president of Liberty Dressing Co., Inc., Gloversville, N. Y., tanner, to discuss the matter with the Tanners' Council in hope that the Council will take over sponsorship of the School and the recruiting of prospective students. Meyer also heads the School's advisory board. An early report on the Council's reception to this proposal will be forthcoming shortly.

Prior to the meeting a poll had been taken by Arthur Goetz, director of the School, among 341 tanning companies and 108 allied trade firms, in regard to future support of the School. At meeting time on January

29 there had been replies from 89 tanners and 36 allied trades firms. Out of the 125 replies, 80 firms said they wanted the school to continue; 16 favored its closing.

Perhaps the most significant part of the poll was that while tanners were willing to give financial support to the school, practically none could pledge sending students. The respondent tanners altogether could pledge a total of only 10 full-term (two years) students over the next five years. This was regarded as hopelessly insufficient to warrant continuation of the school.

That issue—recruitment of sufficient students to warrant continuation of the school—was the central topic of the meeting. When the school opened in 1949 there were 78 students. This year there are only eight. And for 1954 only five students are scheduled to begin the course.

Dr. Francis Horn, president of Pratt Institute, stated flatly that while he would like to continue the school,

this could not be done with the few students in prospect for the year ahead. "We have already closed four of our schools for this reason over the past year," he said. "We will be forced to do the same with the Tanning School unless you can quickly find a solution to our problem of student recruiting."

The group was in agreement that student recruitment could not come from tanneries sponsoring their own employees, but that the high schools were the best hunting grounds. However, even here hope was held to be small, due to competition for these prospects from other industries more attractive to the young. Dr. Horn, moreover, felt that the School should be self-supporting, should not have to be subsidized by the industry.

A proposal was made that the course should be extended to four years, wherein a degree could be offered. It was felt that this would give young people more incentive.

There was general agreement that the Tanners Council should officially sponsor the School—that this was perhaps the one remaining hope of recruiting students on a more organized and intensive plan. Irving Glass, executive vice president of the Council, said he felt this was not a project for the Council but for the tanners individually. Moreover, that if a recruiting program were employed it would have to be under professional direction. This, he said, would cost a minimum of \$25-30 thousand a year for only two professional recruiting men.

Glass declared that while all tanners agreed on the principle of training young talent, the problem of attracting young talent to the tanning industry is a difficult one. Also, he declared, employment opportunities in the technical and supervisory jobs was much limited.

Others, however, notably Rolf Quarck and Ed Thorstensen, felt that many more students could be recruited now that the tanners realized the desperate circumstances of the School. They said that it was a matter of "educating" the industry to the facts of the situation, and that more promising action was sure to follow. They felt, too, that the tanning industry was one of the most stable of all industries—a fact that could prove attractive to young people seeking security for their future.

The meeting was concluded with the understanding that several final steps would be attempted to formulate a fresh plan to reinvigorate the School via recruiting a larger student body.

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ATCO-FLEX AFFILIATE ATCO-FLEX INNERSOLE CO.
SEE US AT BOOTH 410 SOUTH HALL, MGT. CONFERENCE

LEATHER and SHOES

MILITARY BUYING

Invitations

Boys' & Men's Shoes. General Services Adm., Federal Supply Service, Fed. Office Bldg., Seattle 4, Washington, has issued Inv. No. 2070-1 calling for Shoes, boys—D width—oxfords—moccasin toe style, rubber sole and heel—various sizes, 45 pairs. Also, 33 prs. Shoes, men's, E width—oxfords, wall toe style—leather sole, rubber heel—for delivery to Chehalis, Oregon. Opening Feb. 9.

Leather Cases. General Services Adm., 250 Hudson St., N.Y.C., has issued Inv. No. 53257 calling for: Item 1—11 Cases, investigator, type V—size 18 inches x 12 inches—color brown smooth case leather—4 pocket to Fed. Specs. KKC-121c—for Seattle, Washington, delivery. Item 2—96 Same for delivery to San Francisco, California. Item 3—42 Cases, Brief Bag—type IX color brown—smooth case leather—16 x 14 inches—to Fed. Specs. KKC-121c—for delivery to East Point, Georgia. Item 4—36 Same for delivery to Wilmington, Delaware. Item 5—12 Cases, Catalogue type 8, size 11 x 16 x 6 color brown smooth case leather—3 pocket—to Fed. Specs. KKC-121c—for delivery to Kansas City, Missouri. Opening Feb. 10.

Bids

Chamois, Sheepskin. Hoyt & Worten Inc., Haverhill, Mass., was low bidder under Inv. No. 159 which opened at the New York Quartermaster calling for 14,100 each, Chamois Sheepskin, trimmed size C—length 21", width 16", oil tanned. Type 1, selection 2, at a price of .945 each less a discount of 2%—30 days, for delivery to both Wilkins AF Depot, Shelby, Ohio, and to Cheli AF Depot, Maywood, Cal.

Leather. Graton & Knight Co., Worcester, Mass., was low bidder under Inv. No. 1595 which opened at the Post Office Dept., Wash., D. C., calling for a quantity of leather. Graton & Knight's total bid was \$1,460.00 less a discount of 2% for 30 days.

Awards

Leather Commission Cases. Marsden, Inc., Washington, D. C., was awarded contract under Inv. No. 1494 which opened at the Post Office



NEW APPOINTMENTS at American Cyanamid Co.'s Pigment Division are left, Clifford D. Siverd, now assistant to the general manager, and Ray L. Corcoran, who succeeds Siverd as Eastern Regional Sales Manager. Siverd joined the former United Color and Pigment Corp. in 1935 and was made Eastern Regional Sales Manager of the Pigments Department in 1948. Corcoran has been pigment sales agent in New York since 1931.

Dept., Washington, D. C., Dec. 21, 1953, and which called for Cases, Leather Commission, at a unit price of \$1.96 each.

overnite tack, smooth flow from extrusion type machines and no stain when natural is used on pastels. Laboratory reports indicate greatly improved adhesive qualities in California-type construction.

Another Convert

Hartland Tanning Co., Inc., of Hartland, Me., tanning subsidiary of Irving Tanning Co. of Boston, will inaugurate a profit-sharing plan for all employes this year.

Meyer Kirstein, president and treasurer of the firm, told tannery employes recently that while all details are still in the planning stage, the company intends to pay over to employes 50 percent of the profits earned in 1954. Kirstein added that he expects the plan to give employes more incentive to perform their jobs at increased efficiency.

Hartland produced more leather in 1953 than in any previous year, Kirstein reported. Each employe who worked the entire year will be presented a \$50 U. S. Savings Bond in March.

New Sole Cements

Two new sole attaching cements, suitable for both rack and conveyor applications, have been announced by Union Bay State Chemical Co., Inc., of Cambridge, Mass.

The company claims that Ubagrip No. 20 natural and Ubagrip No. 21 black sole attaching cements provide substantially greater peel strength, fast drying, very short legginess,

Hide Importers Meet

Members of the National Association of Importers and Exporters of Hides and Skins elected Richard Rossbach as president for the 1954 term.

Other officers named at the 36th annual meeting held Feb. 2 at Miller's Restaurant in New York City are: Jack Passavant, 1st vice president; William Katzenberg, 2nd vice president; B. Rosston, treasurer; and Henry Wirth, secretary.

New board members are Jerry Kline, William Katzenberg, Jack Passavant, Leon J. Roversi, Jr., and Richard Weinstein.

Deaths

J. Larned Green . . . 70, slipper executive, died Feb. 2 at Burke Foundation of White Plains, N. Y., after a long illness. Green was sales manager for Daniel Green Co., Dolgeville slipper manufacturer, for many years before his retirement. A son of Daniel Green, founder of the firm, had resided in Scarsdale, N. Y. for the past 39 years. He leaves his wife, Grace N.; two sons, George L. and William R.; and a sister.

(Other Deaths on Page 72)

LEATHER MARKET REPORT

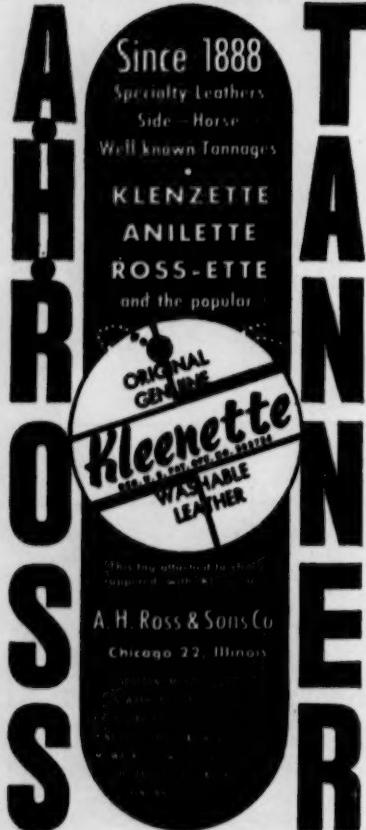
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QUALITY
Leathers
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... Hefty, smooth,
burnished
semi-aniline
sides ...

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CHICAGO · BOSTON · NEW YORK



Shipments Good, Sales Moderate As Raw Stock Shows New Strength

Leather Buyers Cautious As Spring Run Nears End.
White And Pastels Get More Interest And Nibbles.

Sole Leather tanners report continued interest in lighter weights with mediums and heavies not too easy to move. Prices mixed. Good lights bringing slight premium, other weights feeling pinch of competition.

Up to 60c obtained for 8-9 iron bends and up to 68c for clear lights of good tannage. Between 50 and 54c asked for 9-10 irons with the lower price accounting for more than a fair share of business done. Good 10 iron and up bends quoted at about 48c and down; how far down dependent upon quality and tannage.

Sole leather tanners of Philadelphia report business just about at last week's level. This is generally considered satisfactory. All items moving to some extent. No price changes.

Sole Leather Offal generally mixed. Good reports continue on bellies with 26-29c asked and obtained. Tanners find little trouble keeping production sold. Single shoulders, on the other hand, find new business slow. Asking prices of

38-40c often shaded to stimulate sales. Double rough shoulders unchanged. Interest small and below 45c finds plenty of offerings. Clear light shoulders, when of good tannage and carefully selected, sometimes find interest from waist belt makers at better than 50c.

Calf Leather found some new interest this week. A few large users looked over the market and a few fair sales resulted. General interest continued to hold off. Shipments against old orders substantial. When women's weight reds and blues are on the floor, sales are easy for fill-in orders.

Men's weights priced at \$1.05 and down for heavies. Aniline finish, a popular type, brings about 4-5c more. Plenty of leather available at about 90c and down, particularly in medium and lighter end of men's weights.

Women's leather priced at 95c and down with a premium of about 5c asked for aniline. Very small skins in aniline bring about \$1.08 and

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1953 HIGH
CALF (Men's HM)	73-1.05	73-1.06	80-1.08	95-1.20
CALF (Women's)	58-98	58-98	75-91	80-1.03
CALF SUEDE	60-1.00	60-1.00	80-1.05	85-1.10
KID (Black Glazed)	55-90	55-90	55-90	55-90
KID SUEDE	48-90	48-91	80-96	80-96
PATENT (Extreme)	52-57	53-58	56-62	60-64
SHEEP (Russet Linings)	15-25	15-25	18-32	18-32
KIPS (Combination)	52-54	52-54	55-58	64-68
EXTREMES (Combination)	44-50	44-50	51-52	56-59
WORK ELK (Corrected)	36-40	36-40	36-42	38-45
SOLE (Light Bends)	64-68	64-68	65-68	68-72
BELLIES	26-29	26-29	23-25	26-29
SHOULDERS (Dble. Rgh.)	44-50	48-51	50-52	51-56
SPLITS (Lt. Suede)	30-35	30-35	30-36	35-39
SPLITS (Finished Linings)	17-21	17-22	18-22	24-26
SPLITS (Gussets)	15-17	15-17	15-17	18-20
WELTING (1/2 x 1/2)	7- 7 1/2	7-7 1/2	7 1/4	8
LIGHT NATIVE COWS	14 1/2-15	14 1/2-15	17-17 1/2	20 1/2

All prices quoted are the range on best selection of standard tannages using quality rawstock.

down. Between 60 and 70c the price for bulk of leather shipped.

Sheep Leather prices firmer as raw material stiffens. Tanners wonder what is behind sudden widespread interest in foreign raw sheep. Linings still get bulk of call. Garment and novelty sheep sluggish.

Best russet boot linings bring about 25c and down. Shoe lining russets bring 22c and down with most activity reported between 15 and 20c. Colored vegetable linings find 26c and down a possible trading point. Chrome linings stiffer with asking price of 30c and down again heard. At 28c and down fairly good business.

Side Leather tanners report mixed conditions. Some sold well ahead but most report run coming to an end. Best tannages hold to firm prices; less desirable leather must haggle to get business.

Kips very firm at 64c and down for full grain combination leather; 54c and down for corrected leather. Heavy extremes bring about 50c and down; just a bit above for the best. Large leather at a wide variety of prices with best bringing about 44c and down.

Good chrome kips priced at 50c and down for heavies; extremes about 45c and down; large about 42c and down. Light leather moves moderately at below 40c, usually quite a bit below.

Split Leathers generally unchanged. Demand small for everything but linings and heavy suedes. Much being made and only the best brings a genuinely satisfactory price.

Finished linings quoted at 18-20-22c for top tannages, much less for others according to worth. Plenty available in not-so-good tannages at 18c down. Suede linings fair to good at 20-26c. Non-slip types between 16 and 20c.

Heavy suede of best tannages brings 44c and down. Some tannages at about 4c and down. Light suede priced in middle 30's and in small demand.

Work shoe slow. Slight interest in flexibles seems growing.

Glove Leathers show signs of life. Good winter weather is lifting the spirits of glove manufacturers.

Glove Leather prices are firm and tending to go up. Small but steady demand for Pigskins. Grades from 50c to 65c the best sellers. Cabrettas still quoted from 75c down to 26c but the best selling grades are the fours, fives and sixes at 57c, 47c and 37c.

Iranians firm in the face of a high pickle skin market. Quoted prices are 26c, 22c and 18c. Some grey suedes still offered at 36c for the tops but the New Zealand pickle skin market makes this price unrealistic.

Sales of garment leather quiet due to uncertainty about price. Iranians for men's garments getting a play at 28c for clean skins.

Work Glove Leather conservative. Apparently, many outlets are waiting for improvement in business on their finished product before making any purchases involving any large quantities.

Work glove splits quoted unchanged; LM weight of No. 1 grade listed at 14c, No. 2 grade at 13c and No. 3 grade at 12c. M weight of No. 1 grade quoted at 15c, No. 2 grade at 14c and No. 3 grade at 13c.

Some demand for garment leather although not very brisk and buyers seem very price-conscious. Reports that tanners shaded prices by a cent or so to book new business involving fair quantities.

Price cutting of this kind done on sheepskin garment leather in an effort to stimulate buying interest. Lists, however, still around 33c and down for suede and 34c and down on

grain finish of good tannages. Tanners hesitate to change lists because of uncertainties over rawstock costs.

Domestic pickled skins easy while some foreign skins, particularly New Zealands, stronger of late. Cowhide garment leather still brings 30-33c as to tannages. Horsehide garment leather moves occasionally and is still listed around 36c and down with 33-34c quotable as an average price basis.

Belting Leathers mixed. Philadelphia reports little change in business activity since last week. Rough tanners still not complaining about current situation. No changes in quotations.

Curriers say activity is not at the level that it should be by this time of the year. Most had hoped for more business by the beginning of Feb. No price changes; a good sign in an otherwise not too good situation.

Kid Leathers fair. Black suede continues to sell and appears to have established itself firmly again with indications of demand increasing.

Glazed also selling, particularly in black with white considered "normal" for this time of the year. White bigger this year than for quite a while

EYELETS

THE BEST IN EYELETS AND
EYELET SETTING MACHINES

ATLAS TACK CORP.

FAIRHAVEN, MASS.

KORN LEATHER COMPANY

TANNERS OF

Splits

FOR EVERY PURPOSE

Side Leather

MEN'S AND WOMEN'S
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.

and most tanners who sold white found it very satisfactory.

Linings still moving along fairly well. Some tanners report crushed is still finding a market in black, white and some colors. Most tanners have not found it worth-while to process crushed but those who sell it as a part of their permanent business consider it definitely worth-while.

Slipper definitely slow and not up to last year's level—even at its low point. Most tanners consider satin mats as dead.

No price change reported this past week. Rawskins still not very satisfactory.

Average Kid Leather Prices

Suede 32c-90c.
Slipper 25c-60c
Linings 25c-55c
Crushed 35c-75c
Glazed 25c-1.00
Satin Mats 69c-98c

Bag, Case & Strap moderate.

Although demand still very selective with buyers only wanting top grade leather, some business continues.

Sellers admit they could stand to book a larger volume of orders but, at the same time, there has been enough business to maintain operations on a fairly steady basis. Deliveries are going out against old contracts which keep tanners and jobbers fairly busy.

Case leather brings 40-41c for 2-1/2 ounce, 42-43c for 3-1/2 ounce. Grade A russet strap leather of 4/5 ounce continues around 49-50c, 5/6 ounce at 51-52c, 6/7 ounce 53-54c; 7/8 ounce 55-56c; 8/9 ounce 57-58c, 9/10 ounce 60-61c, and 10/11 ounce 63-64c.

Grade B listed at 2c less and Grade C 4c less. Glazed finish still brings 2c more and colors a premium of 3c over russet.

Tanning Materials

Considerable increases in prices of tallow reflected in price of neatsfoot oils. Within the past week, there was a 2c per lb. increase in the price of sperm oil. Export of tallow and fish oils creating a short market here. Much of tallow situation due to in-

creasing consumption by producers of farm feeds, now estimated to run at annual rate of 400 million lbs. This makes for very firm oil market.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shpt, bag	... \$72.00
Wattle bark, ton	... "Fair Average" \$98.00
 "Merchantable" \$95.50
Sumac, 28% leaf	... \$120.00
Ground	... \$110.00
Myrobalans, J. I's Bombay	... \$44.00
Buried	... \$46.50
Genuine	... \$49.00
Crushed 42-44%	... \$61.00
Valonia Cups, 30-32% guaranteed	... \$53.00
Valonia Boards, 40-42% guaranteed	... \$71.00
Mangrove Bark, Ecuadorian	... \$54.00
Mangrove Bark, Colombian	... \$58.50
Mangrove Bark, 38% E. African	... \$72.00-74.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	... 4.40
Barrels, c.i.	... 5.30
Barrels, i.c.i.	... 5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.i.	... 11.28
Bags, i.c.i.	... 12.00
Cutch, solid Borneo, 55% tannin08%
Hemlock Extract, 25% tannin, tk. ears0625
f.o.b. works06%
bbls. c.i.06%
Oak bark extract, 25% tannin, lb.08%
bbls. 6 1/2%, tks.08%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.i.	... 11 31/64
Solid clar., basis 64% tannin, c.i.	... 12 3/16
Wattle extract, solid, c.i., East African	
60% tannin	... 10
Wattle extract, solid, c.i., South African	
60% tannin	... 10
Powdered super spruce, bags, c.i.	
.05%; i.c.i.05%
Spruce extract, tks., f.o.b. wks.01%
Myrobalan extract, solid, 55% tannin07%
Myrobalan extract, powdered, 60% tannin10
Valonia extract, powdered, 63% tannin09%
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin18%
Wattle Extract, Powdered, Swedish, 73% tannin18%
Powdered Spruce, spray dried, Swedish04
Myrobalan, Swedish, Powdered 68-70%11%
Oakwood, Swedish, solid, 60-62%11%
Oakwood, Swedish, powdered, 64-66%12
Larchbark, Swedish, solid, 54-56%11%
Larchbark, powdered, Swedish, spray-dried, 58-60%12%

Tanners' Oils

Cod Oil, Nfd., loose basis, gal.90-.98
Cod, sulphonated, pure 25% moisture	... 12 1/2-13
Cod, sulphonated, 25% added mineral	... 11-11 1/2
Cod, sulphonated, 50% added mineral	... 10 1/2-11
Castor oil, No. 1 C.P. drs. i.c.i.22
Sulphonated castor oil, 75%23
Linseed oil, tks., f.o.b. Minn.	... 15.2
drums	... 16.7
Neatsfoot, 20° C.T.	... 28-29
Neatsfoot, 30° C.T.	... 26-27
Neatsfoot, prime drums, c.i.19
i.c.i.20
Neatsfoot, sulphonated, 75%	... 18 1/2-17 1/2
Olive, denatured, drs. gal.	... 2.20
Waterless Moellon	... 13-14
Artificial Moellon, 25% moisture13
Chamois Moellon, 25% moisture	... 11-12
Common degras	... 12-13
Neutral degras	... 25-26
Sulphonated Tallow, 75%	... 11-12
Sulphonated Tallow, 50%06-.09
Sponging compound	... 13-14
Split Oil	... 11-12
Sulphonated sperm, 25% moisture	... 14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b.14%
Petroleum Oils, 150 seconds visc., tks., f.o.b.13%
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	... 12%

*Imported Extracts are plus duty.



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HIDES AND SKINS MARKET REPORT

Broader Interest Reported Despite Turnabout On Rawstock Prices

Sales Still Slow But Packers Asking Half-Cent Advances Over Recent Lows

Big Packer Hides showed more stability at opening this week. For the first time in many weeks, there was some carryover interest from the preceding week with a number of tanners bidding steady prices. Packers, however, found interest broadening in early negotiations. Some speculative demand entered the market and big four killers asked half cent advances.

While tanners could not see where higher prices were warranted on poorest quality hides of the year in view of slow leather business and reduced shoe manufacturing operations, a more optimistic attitude seemed prevalent in dealer quarters.

Advance in hide futures on Monday caused dealers to pay half cent advance to two big packers for 3,700 river heavy native cows which sold at 11½c. A further upturn early on Tuesday brought more dealer-trader interest into the spot market and resulted in the same two big packers obtaining half cent advances on a number of other selections.

Over 35,000 hides sold, including river heavy native steers at 11c, northern heavy native steers at 12c, butt branded steers 9½c, Colorados 9c, Chicago heavy cows 12c, St. Paul heavy cows 12½c, light native cows 14½c, St. Paul light cows 15c, northern branded cows 11c and southwestern (Wichita) branded cows 11½c. The same packers also sold a total of 1,500 branded steers from Denver plants at the usual half cent discount due to the long freight or 9c for butts and 8½c for Colorados fob. Denver. Most of these hides went to dealers and traders as tanner participation was extremely limited.

Some interest for bull hides which are none too plentiful at northern points. Late in the preceding week, two small lots of about 500 each from Omaha and Sioux City brought 10c for natives and 9c for brands.

Independents keep pace. Packers' Ass'., participated in trading early this week at the half cent ad-

vance, selling 1,000 branded cows at 11c and 800 Colorados at 9c. Another large independent seller, a Minnesota packer, sold 1,300 heavy native steers at 12c and 800 light native cows at 15c. A sale of a car of branded steers by an outside packer was reported at 9½c.

Offerings from the larger outside killers not very large because most of them maintained a well sold up position in the preceding week when they cleared over 25,000 hides. Nevertheless, with the cattle kill continuing large, it was expected that these packers would continue to sell freely at the going prices.

New York packers moved a few cars of native steers at 11½c, butts at 10c and Colorados at 9½c late in

the preceding week which cleaned up supplies in that market pretty well.

Small Packers stiffen. Following sales down to 11-11½c for small packer allweights in medium average weights such as 50-52 lbs., the market held as sellers were influenced by the upturn in the big packer market this week. Latest business in similar hides reported in a half cent higher range or 11½-12c although buyers wanted only choice small packers at the latter price.

Sale of a car of slightly lighter hides averaging 48 lbs. which brought 13c flat fob. for very choice quality small packer production comprised of 50% steers. Earlier, some 30-55 lb. small packer hides averaging 42-43 lbs. of light, thin and spready description, had sold at 12½c. Late sales of heavier hides involved some 56-58 lb. avg. allweights at 10c and 58-60 lb. avg. at 9c selected fob.

Northwestern small packers such as Montanas averaging 52-54 lbs. sold as low as 8½c flat fob. shipping point but further interest shown at that level. Bid of 8½c reported on western 65-66 lb. avg. small packer hides while sellers asked 9c.

Country Hides steadier. Some export business in rendered hides reported at 8½c fob. midwestern points and around 10-10½c delivered Gulf

HIDE FUTURES

	Close Feb. 4	Close Jan. 28	High for Week	Low for Week	Net Change
April	14.95B	14.90B	15.30	15.00	+05
July	15.30B	15.20B	15.55	15.35	+10
October	15.47T	15.32B	15.64	15.25	+15
January	15.55T	15.35B	15.70	15.45	+20
April	15.35B	15.25B	15.60	15.35	+10
July	15.35B	15.20B	15.52	15.30	+15
Total Sales: 148 Lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	11 -12	10½-11½	12 -12½	13½-14
Light native steers	13½-14	14 -14½N	14½-15	17½-18
Ex. light native steers	16 -16½	16 -16½N	16½	20
Heavy native cows	11½-12½	11 -12	12 -12½	14 -14½
Light native cows	14½-15	14	14½-15	16½-17½
Heavy Texas steers	9½	9	10½	11½
Butt branded steers	9½	9	10½	11½
Light Texas steers	11½-12	11½-12N	12N	16
Ex. light Texas steers	14 -14½	14 -14½N	15	18
Colorado	9	8½	10	11
Branded cows	11 -11½	10½-11	11 -11½	13½-14
Native Bulls	10	10N	9½-10	11
Branded Bulls	9	9	8½-9	10
Packer calfskins	37 -42½	37 -42½	37½-45	45 -50
Packer kipakins	25 -28	25 -28	24 -30	30 -37½

NOTE Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

ports and some sales of 45/46 lb. avg. lots made at these prices. Regular lots of midwestern mixed all-weights including locker-butcher and rendered hides averaging under 50 lbs. continued around 9c while locker butcher hides free of renderers brought 9½c flat trimmed fob. shipping points.

Glue hides moved in the range of 7-7½c fob. for carlots, light average No. 3s bringing the outside price. Country bulls last brought 6-6½c fob. for carlots.

Dry Sheepskins hold. Selling quarters state report shippers very firm at origin and when making offerings indicate that unless their prices are met, it is useless to cable counter bids.

Wool sheep markets firm with reports from the Australian wool sheep auctions that Melbourne market was firm. At Sydney, 52,000 skins offered, market generally part to two pence lower with lambskins least affected. Domestic market somewhat firmer.

Hair sheep markets nominally unchanged. Very few offerings of Addis-ababa butcher skins as shippers are holding firm for \$13.75 per dozen c&f. They indicate that they have relatively small unsold stocks and are not interested in any counter bids.

Brazil cabrettas also firm as shippers claim they have very few skins, particularly of regulars and some offerings at \$13.00 fob. Specials held at very high prices, shippers having ideas of \$16.50 fob. Bulk of the regulars have been going to Europe where higher prices were realized than can be realized here. Other varieties slow and nominal.

Pickled Skins on upgrade. Prices going up steadily of late between each sale and United States buyers the principal operators.

As of this writing, North Island lambs sold at 88-95 shillings, as to brands; and South Island lambs at 87 shillings 6 pence to 91 shillings 9 pence, as to brands. The first sales of sheep reported, believed to Europe, involving North Islands at 123/6-124 shillings. Some spot lots of Iranian pickled sheep sold at \$13.00. Domestic market nominal.

Reptiles mixed. Principal demand at the present time for Brazil back cut tejas with buyers advancing their ideas from their low point to 60c fob. for 15/60/25 assortment but having difficulty in locating material as relatively few offerings coming in and held at 63c fob. Some sales at 63-64c fob. and up to 65c

fob. now bid for 20/60/20 assortment.

Only other strong markets at the moment are alligators and ring lizards as reports state that Europe has re-entered the market for these skins and shippers at origin have firmed up considerably from recent low points. Bids of \$1.30 refused for Malayan ring lizards and some offered at \$1.40. No late offers of alligators.

India market slow and nominal. Offerings of combined lots of Madras bark tanned whips, 4 inches up, averaging 4½ inches with skins averaging 4¾ inches, 70/30 selection, at 42-43c, fail to draw counter bids.

Offerings of wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection, at 24c failed to draw a counter bid.

Deerskins spotty. A compromise basis reached on New Zealand deerskins with sales reported at 70c per lb. cif. This is the first sale for shipment in some time. No change in Siam market as buyers still have ideas much under what shippers claim they are realizing from Japan, where most of their supplies have been going. The Brazil market is firmer as sales were reported of Para and Manaos "jacks" at 62c, basis manufacturers.

Pickled skins difficult. Para wet salted capivaras sold at \$1.80 fob., Para grey peccaries at \$1.40 fob. and blacks at 90c fob., basis importers.

No late offerings of Manaos peccaries but some negotiations pending on Peruvians at around last trading basis of \$1.80 c&f. for greys and \$1.05 c&f. for blacks, basis importers. Some offerings of Maranhao grey peccaries including 10% blacks at \$1.40 fob., but buyers' ideas are \$1.40 delivered basis. Chaco grey peccaries salable at \$1.85 c&f.

Calf restricted. Latest confirmed trading of 3,000 St. Paul heavy calf at 42c. Previously, St. Paul light calf sold at the same price. Last trading from other points involved St. Louis heavy and light calf at 37c. One of the packers confirmed selling 2,000 St. Louis overweight kip at 28c. Overweights in good demand, export interest keeping these skins well sold up.

Brokerage quarters reported that regular 15-25 lb. kip could be obtained from St. Louis and other river plants at 27½c, an unusual situation. Big packers sold ahead on regular slunks at \$1.85 and large hairless continue around 85c. Activity in small packer and country skins not very brisk.

Latest reported sale of good all-

weight calf of small packer production was at 31c; a cent under previously reported trading basis. Some small packer southwestern kip brought 17c. In carlots, country skins continue around 22c for calf and 13c for kip.

Horsehides firm. Although buyers generally indicate lower ideas on whole hides such as down to \$9.25 for trimmed northern slaughterers. Carload lots of good quality trimmed stock last sold in the range of \$9.50-10.00 fob. shipping points and sellers reluctant to shade last realized levels. Untrimmed hides last brought \$1.00 more.

Some business in cut stock, good northern fronts selling steady within the range of \$6.00-6.50. Butts also steady at \$3.50-3.75 basis 22" and up.

Sheep Pelts wanted. Clips moved at \$2.00-2.10 for regular lots and as high as \$2.50 for very good quality. No. 1 shearlings brought \$1.40-1.60 as to sellers and quality. Most business in No. 2 shearlings has been at \$1.15. The No. 3s have sold at 80-85c as to lots.

Large midwestern independent packers offered Feb. productions of wool pelts this week. Details slow on prices realized but most operators figured a greater wool yield for the current month should warrant higher prices than realized for Jan. pelts. In some quarters, the market considered nominal around \$3.50-3.75 per cwt. liveweight basis for current production.

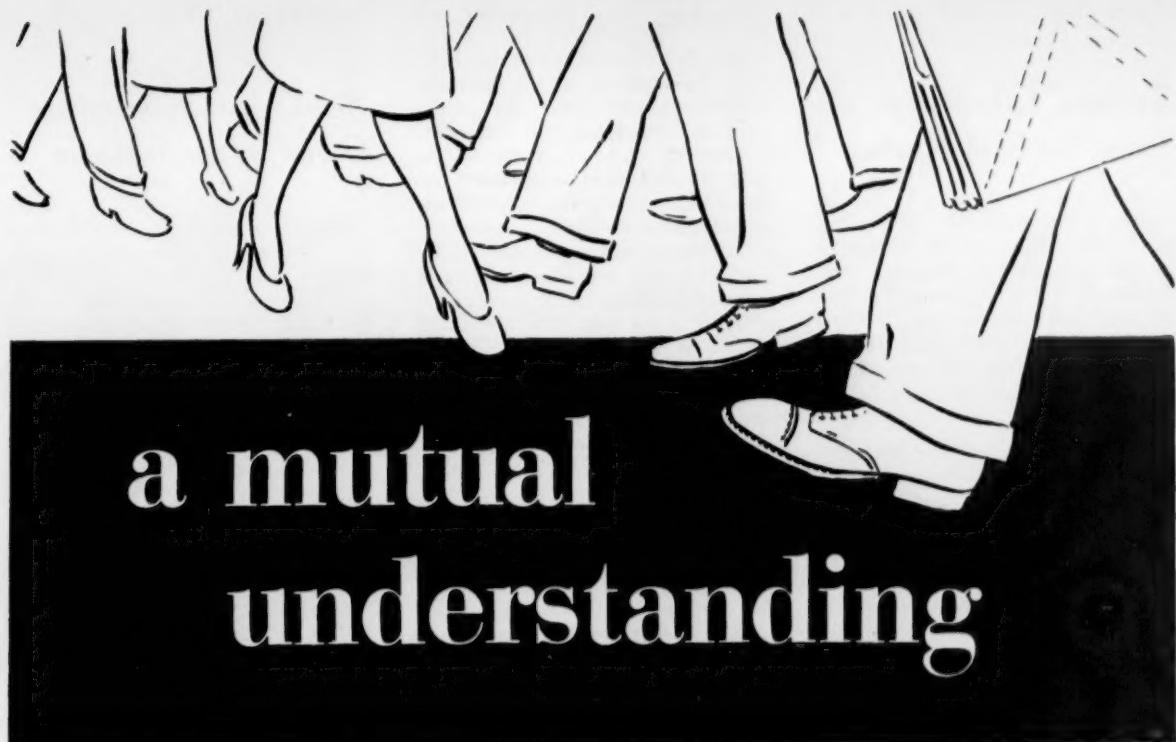
Pulled wools received better demand and higher grades brought slightly more money this week. Full wool dry pelts nominal at 23-24c with new sales awaited. Pickled skins quotable at \$9.50-10.00 per doz., for current winter production.

Goatskins more active. Best sales in India and Pakistan with Brazil doing well. Prices reported firm to strong although tanners resist higher prices.

Group IV, 1,200 lb. Amritsars mixed at \$9.00-\$10.00 per dozen c&f for shipment. Southern Indias and Calcuttas lag because of prices. Genuine Battis hard to find with latest offerings at \$11.00-\$11.50. Last sales Batti types at \$9.75-\$10.00 with prices higher today.

West Province extra light goatskins sold last at 48c per lb. c&f. while East Londons brought 40c. Mombassas firm with last trading at \$9.35-\$10.50.

Brazils easier; last sales Pernambucos and Northerns at 85c. Payatas hold around 46c per lb. c&f. for 2-lb. average skins.



a mutual understanding

Leading tanners of upper leather have relied for many years upon Mutual Sodium Bichromate, while smaller tanners find Koreon ideally suited to their operations.

Regardless of the size of the tannery, or the form of chrome employed, Mutual understands the tanner's need for uniform, carefully controlled products backed by plant capacity large enough to insure prompt shipment of orders.

Yes, the understanding has been mutual, and Mutual assures its many friends in the tanning industry that the present high standards will be maintained.



SINCE

1845

mutual chemical co. of america

270 MADISON AVENUE, NEW YORK 16, N. Y.

Plants at: Baltimore, Maryland—Jersey City, New Jersey

\$100,000 GRANT

Tanners' Laboratory Launches Skin Studies

New basic studies in the chemistry of animal skins as related to tanning technology have been launched at the University of Cincinnati Tanners' Council Laboratory under terms of an anonymous grant of \$100,000. The grant provides for research fellowships in honor of Ernest Griess, pioneer tanner.

First fund fellowship has been awarded Dr. Clara L. Deasy, a graduate of the university and associate professor of basic science in tanning research at the Laboratory. Dr. Deasy will map out a program of fundamental research in the chemistry of skin and allied studies in the basic

sciences concerned with tanning technology.

Results of Dr. Deasy's studies could have far-reaching effects in many industries from leather to gelatin-making, according to Dr. Fred O'Flaherty, director of the laboratory. Dr. O'Flaherty emphasized that knowledge of the proteins which constitute skin is distinctly limited.

Similarity between animal and human skin will permit application to both of fundamental knowledge developed in the study, Dr. O'Flaherty said. The Cincinnati work will try to determine the relationship of one building stone to another in the chemical compound collagen, the main protein in skin. These "stones" are referred to by chemists as amino acids.

"This fund gives us an opportunity for a large expansion of the fundamental research program which has been in effect throughout the entire period of the laboratory's existence," Dr. O'Flaherty declared.



DR. CLARA L. DEASY, staff member of the Tanners' Council's Research Laboratory at the University of Cincinnati, starts work on new basic project while Dr. Fred O'Flaherty, director of tanning research, looks on.

UNION STICKS

Am-O-Krome Workers Given Wage Increase

Leather workers at Am-O-Krome Co., Cincinnati upper leather subsidiary of Howes Leather Co., Boston, have voted to accept a new contract negotiated between representatives of the company and International Fur and Leather Workers Union.

The new pact provides for a package increase of 6.9 cents per hour, including a general wage increase of 6.5 cents for hourly-paid employees and four cents for piece work employees. Fringe benefits included extension of a \$1,000 group insurance plan to new employees, increased accident and health payments from \$20 to \$25 weekly and an additional paid holiday on Easter Monday.

The agreement, effective Feb. 1, 1954, was reached after Am-O-Krome employees had threatened to "secede" from IFLWU Local 214, in favor of a CIO or AFL leather union. IFLWU vice president Abe Feinglass succeeded in retaining worker support after promising that the local would have full local autonomy and would receive no political dictation of any sort from the International.

Wood Heel Men To Meet

The regular quarterly meeting of the Western Wood Heel Manufacturers' Association will be held at 10:00 a.m., Feb. 15, at the Sinton Hotel, Cincinnati, O., during the Factory Management Conference.

Brightman Closed

Business of Brightman Leather Co., Inc., Brooklyn, N. Y., tannery, has been shut down permanently, according to trade reports. The company manufactured sheep, goat and calf leathers for handbags, wallets and other small leather goods.

CHARMOOZ
THE PERFECT SUEDE LEATHER
BLACK AND COLORS
AMALGAMATED LEATHER CO.'S. INC.
WILMINGTON 99.



NEW CLOTHES AND OLD SHOES highlight this "fashion" picture of boys' apparel in the February 9th issue of "Look" magazine. "Look's" fashion editor Perkins H. Bailey did a slick job dressing this lad from the ankles up. But those beaten-up shoes, Mr. Bailey—ouch!



Chicago Elects Morrison

Members of the Hide and Leather Association of Chicago elected James Morrison as new Association president at the Group's Annual Smoker held last week at the Swedish Club in Chicago.

Other officers include Roy A. Leck, vice president; and Herb Weinstein, secretary-treasurer. New directors are George Beucher, Al Pieler, James Meredith, Walter Leon and Arthur Carlson, Jr.

New PPSSA Appointees

Alfred L. Morse of Morse Shoe Stores, Boston, has been named co-chairman of the Fashion Show Committee of the Popular Price Shoe Show to be held May 2-6 in New York. Morse will represent the National Association of Shoe Chain Stores as head of the committee. Co-Chairman is Saul L. Katz of Hubbard Shoe Co., Rochester, N. H., representing the New England Shoe and Leather Association.

Mildred Kaldor has been named to handle production of the PPSSA Fashion Show for May. Miss Kaldor

is a fashion consultant and publicity director for a number of firms in the apparel market. She will be working from a fashion analysis made by Betty Green, recently-appointed PPSSA Fashion Consultant.

Named Khan Agent

Anglo-American Hides Co., Inc., New York exporter-importer of hides and skins, chemicals and dyes, has been appointed sole U. S. agent for Kamaluddin Khan, Calcutta, India, exporter of raw and tanned reptile skins.

LET US WELCOME YOU

at BOOTH 421 at

The Factory Management Conference

The Netherland-Plaza Hotel • Cincinnati
February 14th to 16th

Where We Are Exhibiting
our Fine Products and

INTRODUCING "PORTHOLE" BRAID

The newest item on the market to enhance the top-line and decoration of smart footwear for women.

LAWRENCE SCHIFF SILK MILLS

ESTABLISHED 1918

*Manufacturers and Distributors of
FINE-QUALITY NARROW FABRICS
to the Shoe Trade for 36 Years*

95 Madison Avenue

New York 16, N. Y.

	Total Output (mills. of prs.)	Aver. No. Workers Employed	Aver. Weekly Hours	Aver. Prs. Per Worker Annually	Aver. % of Hours Per Pair (60 min. 100%)	Aver. Hourly Wage	Aver. Factory Sales Price
1952	508	245,000	38.8	1940	.91%	\$1.27	\$3.62
1951	469	217,000	36.8	1800	.86	1.23	4.02
1950	512	229,000	36.8	1840	.85	1.14	3.50
1949	473	226,000	35.9	1800	.86	1.10	3.47
1948	479	234,000	36.6	1830	.89	1.08	3.75
1947	484	235,000	38.3	1915	.92	1.02	3.76
1940-46**	400-500		38.1		.91	57c-1.00*	\$2-\$3*
1926-39	325-400		38.2		.93	.50*	2.55-1.80*

*Estimated average.

**Includes military shoes.

TRENDS OF SHOE INDUSTRY PRODUCTIVITY, Wages and Factory Prices. Table prepared by H. C. Levy, president of Dale Footwear, Inc., in a special study on shoe industry labor (see his article on page 32). States Levy, "Since the average hourly wage for the industry in 1953

was about \$1.35 (an increase of 8c an hour or 7c a pair), and the average factory sales price was about \$3.48 (a decline of 14c a pair) the dire need for technological progress seems quite evident. The objective is finding the means of producing more pairs per man-hour."



SETTING THEIR SIGHTS on a new goal of \$125,000 for the 1954 Advertising Book Campaign of The 210 Associates are Urban J. Dacier, chairman of the book, and Kivie Kaplan, president of the philanthropic organization.

PHENOMENAL RESULTS

Shoe of the Month Sweeps St. Louis

St. Louis' first Shoe of the Month launched in Jan. by the new Shoe Fashion Board of St. Louis has taken the city by storm, stylewise, according to both manufacturer and retailer raves.

The initial promotion, aimed primarily at establishing the city as a shoe fashion center, featured a black patent banded halter sling pump on a 24/8 slim heel and dramatizing the delicate, open look (see page 4, this issue).

A Barefoot Original by Wolff-Tober Shoe Mfg. Co. of St. Louis, the shoe was editorialized by Norma Jones, special fashion feature writer of the *Globe-Democrat*, as "a dressy type shoe that combines perfectly with your first print dress, resort fashions, and with spring into summer clothes back home again."

According to the *Globe-Democrat*, results of the first Shoe of the Month feature were "just short of phenomenal."

The St. Louis franchised account of Barefoot Originals reported sale the first day of more than half its stock of the featured shoe.

Members of the Shoe Fashion Board are six women actively engaged in the promotion and style departments of St. Louis shoe manufacturing companies: Miss Evelyne Farber, Brauer Bros. Shoe Co., chairman; Mrs. Betty Mason, International Shoe Co., co-chairman; Miss Beatrice Beste, Hamilton Shoe Co.; Miss Muriel Braeutigam, Brown Shoe Co.; Mrs. Ruth Klump, Valley Shoe Corp.; and Mrs. Marilyn McEnery, Wolff-Tober Shoe Mfg. Co.

Jacques Wolf Chemicals PRODUCE HIGH GRADE LEATHER

SYNEKTAN O-230 FAT LIQUOR L-90B

For White Leather At Reasonable Cost
White Leather In Sheep, Goat, Calf
Or Sides
White Tan In Combination With
Chrome
White Nubuck, White Suede
White Bleached Chrome Stock
White Extract Type Of Leather

Samples and information upon request.

FUNGIZyme BATES

AS — BS — CS

Pancreatic bating salts of
standard, controlled
quality.

SULPHONATED OILS (Various Bases)

MONOPOLE OIL (For Finishing)

Plants in
Clifton, N. J.
Carlstadt, N. J.
Los Angeles, Calif.



JACQUES WOLF & CO.
Chemicals PASSAIC, N.J.

LEATHER and SHOES

NEWS QUICKS

About people and happenings coast to coast

Connecticut

- At a recent stockholders' and directors' meeting of **Parva Buckle Company**, Mount Carmel, manufacturer of prongless shoe buckles, directors reelected were Paul W. White, Harold E. Ritchie, Max E. Joffee, Holman H. White and Stanley Ford. Robert E. Cover was newly elected to the Board. Officers of the company reappointed were Paul W. White, president and treasurer; Stanley Ford, vice president in charge of sales, and Holman D. White, secretary.

Maine

- A recent schedule filed in Federal Court listed debts of \$471,630,000 and assets of \$400,691.85 in connection with proposed reorganization of **Saxe-Glassman Shoe Corp.**, Saco. Production will continue uninterrupted at the plant during reorganization.

- Surrey Shoe Company**, Portland, manufacturer of women's and misses' moccasins, plans to start immediate operations at the Middle Street factory.

Massachusetts

- Some \$5,000 will be paid to former workers of **Limon Tanning**, Peabody. Federal Court has approved payment of these wages due for the last two weeks of the firm's operation.
- Repairs to wiring in the stock fitting department of **Martin-Tickellis** shoe shop, Newburyport, are well under way. A recent fire at the plant has delayed plans for the concentration of all operations on the lower floors of the factory building.

- A. C. Lawrence Leather Company**, Peabody, has recently awarded some \$399 to a number of employees for suggestions for improvements within the company.

- An additional 1,000 shares of stock of **Regal Shoe Company**, Whitman, was purchased by **Brown Shoe Company** during the month of December, 1953.

- L. H. Hamel Leather Company**, Haverhill, is most recent New England business to make a contribution

to The New England Colleges Fund. This Fund was organized by some 23 colleges last year to encourage support from business and industry of independent liberal arts education in New England.

Mississippi

- Alfred Jacobshagen Company**, Illinois corporation, dealer in hides and leather goods, has been granted a Mississippi charter listing capital stock of \$500,000.

Missouri

- Consolidated net earnings of **Johansen Bros. Shoe Company** and its subsidiary, **Valley Shoe Corp.**, were \$176,710 for the fiscal year ended October 31, 1953, as compared with \$71,165 for the preceding fiscal year.
- All officers and directors of **Brauer Bros. Shoe Company**, St. Louis, were reelected at annual meeting of stockholders and board. Firm's

officers are: A. J. Brauer, chairman; A. J. Brauer, Jr., president; Fred P. Wagner, vice president; Roy F. Sundling, vice president in charge of sales; Herbert C. Fischer, treasurer; Nicholas J. Just, secretary.

New Hampshire

- Wilfred Lavoie recently gave a report of working conditions in New Hampshire and Maine to members of Officers Club of **United Shoe Workers of America**, CIO.

- Littleton Shoe Company**, Littleton, recently announced that the firm does not plan to move and will increase production up to 2,500 pairs of shoes per day.

New York

- Consolidated Chemical Industries, Inc.**, is moving its New York offices this week to 380 Madison Avenue.

- Colony Bags, Inc.**, 26 West 17th Street, New York City, has been assigned to Herman Haberman, 225 West 34th Street.

- Stevens Shoe Corporation**, New York City, has been organized re-

The advertisement features a large, stylized title "Italian Chestnut Extract" in a serif font. Below the title is a five-pointed star containing the letters "CIPEC". To the left of the star is the word "Chestnut" and to the right is "Extract". Underneath the star, the words "SOLID and POWDER" are written. At the bottom of the star, it says "MADE FROM LIVE WOOD". Below the star, the word "MELLOW-TAN" is prominently displayed in a bold, sans-serif font. Underneath "MELLOW-TAN", the text reads "SPECIAL ITALIAN CHESTNUT EXTRACT FOR SOLUBILITY — COLOR — YIELD OF LEATHER". Below this, the word "also—" appears, followed by "Italian Stainless Sumac Crystals". At the very bottom, the company name "Tanexco, Inc." is written in a large, italicized, cursive font. Below "Tanexco, Inc.", the text "SOLE AGENTS" and the address "549 W. WASHINGTON BLVD. CHICAGO 6, ILLINOIS" are printed.

- **SPRUCE EXTRACT**
- **POWDERED SUPER SPRUCE**
- **LACTANX**

ROBESON PROCESS COMPANY

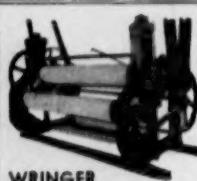
GENERAL OFFICES
500 Fifth Avenue
New York 36, N.Y.

OPERATING PLANT AT
Erie, Pa.

5-GALLON
SQUARE CAN



STERN CAN COMPANY, INC.
71 LOCUST STREET, BOSTON 25, MASS.



WRINGER
Also prepares both bark and chrome
tanned sides and whole hides for
the skiving and splitting machine.

Quirin Leather Press Co.
Olean, New York

THE only suc-
cessful press
that prepares
Sole Leather
for drum Sole
Leather tan-
ning, extract-
ing and oiling.

Also prepares both bark and chrome
tanned sides and whole hides for
the skiving and splitting machine.

cently by Sidney Citron and Joseph G. Unger for the operation of a chain of leased retail shoe departments.

• **Tavini, Inc.**, New York City, has been organized recently to deal in boots and shoes for women.

• **General Aniline & Film Corporation** and **General Dyestuff Corporation**, New York City, recently opened new branch building in Chattanooga, Tennessee. Building houses office, warehouse and laboratory facilities for General Dyestuff and Antara Chemicals, sales division of General Aniline. The office will service expanding Southern dye and chemical business.

• Production has begun at new Saranac Lake plant of **Supreme Footwear Corporation** even though heating, plumbing, carpenter and electrical work is still in progress. The new corporation will be called The Saranac Footwear Company.

Ohio

• **Potter Shoe Company**, Cincinnati, recently purchased the building at 24-26 East Fifth Street which it has been occupying for the past 20 years. Approximately 18,000 square feet of floor space is contained in the six-story building.

Pennsylvania

• **Coulson Heel Company, Inc.**, Hanover, is now operating to capacity in its new modern heel manufacturing plant with an output of 300,000 pairs of leather heels and top lifts per day. The firm employs some 300 workers.

Virginia

• A May opening is planned by **Virginia Shoe Company**, Fredericksburg, manufacturer of children's shoes, for its new plant which will be located south of the city. This new factory will produce welt and cement-type shoes on two separate straight-line production lines.

Wisconsin

• **Fried - Ostermann Company**, Milwaukee glove manufacturer, recently sold its machinery and equipment at auction. The firm which had been losing money for the past two years is now in the process of liquidation.

• **Freeman Shoe Corporation**, Beloit, has been named to membership in Brand Names, Inc.

• **Thiele Tanning Company**, 123 North 27th Street, has recently be-

come an associate member of National Hide Association.

Canadian Notes

• Three well-known British companies have merged under the name of **British Chrome and Chemicals Ltd.**, with headquarters in Eaglescliffe, Durham, England, and a new Canadian company has been organized by the group with the head office in Toronto. The companies are John & James White Ltd., Glasgow, the Eaglescliffe Chemical Co., and E. P. Potter & Co., all prominent in the tanning chemicals field, including those used for tanning.

• **Standard Leather Company**, of Toronto, has made an assignment in bankruptcy and Charles H. Sanders, CPA., Toronto, has been appointed trustee of the estate.

• Wholesale prices of **tanning materials** remained fairly steady during most of 1953, according to latest official survey by Canadian Government, though other chemical prices in Canada showed a definite downward trend. Such tanning material prices were quoted at 288.8 both at the beginning and end of 1953, based on 1935-39 being 100.

• Latest nationwide survey of the Canadian **boot and shoe manufacturing industry**, except rubber, shows 18,768 employees engaged on Nov. 1, 1953, with average weekly wages and salaries dropping to \$38.20 on that date against \$39.06 on Oct. 1 and \$38.83 on Nov. 1 a year earlier. Average hourly earnings advanced to 94.8c against 93.6c on Oct. 1 and 90.9c a year earlier.

Employment, too, declined, standing at 90.4 on Nov. 1 against 93.7 on Oct. 1 and 96.3 a year earlier, based on 1949 being 100. Of the 18,768 employees reported on Nov. 1 last, men comprised 10,414 and women 8,354 or 55.5% men and 44.5% women. A year earlier men comprised 55.2% and women 44.8%.

• Canada's leather and shoes industry will be confronted with a new set of **trademark regulations** probably by April 1. These regulations, which were passed at the spring session of Canadian Parliament, embody a complete overhaul of the trademark rules to bring them up to date with current business practices.

PEOPLE

About industry personalities coast to coast

• **Raymond J. Mitchell** has been named manager of the Cincinnati Branch of Sandoz Chemical Works, Inc. Arthur A. Barker has been appointed technical supervisor in Cincinnati. Mitchell has been with the New York firm since 1940.

• **Clayton Redell** has joined the staff of Stacy-Adams Co., Brockton, Mass., manufacturer of fine men's shoes. He was formerly upper leather buyer for Knipe Bros., Inc., of Ward Hill, Mass.

• **Charles Carlozzi** has been promoted to superintendent of the Richmond, Me., factory of Charles A. Eaton Co., Brockton, Mass., men's shoe manufacturer. He was formerly foreman of the lasting-making room in Brockton.

• **Robert Wexler** has been named advertising publicity director for John Irving Shoe Corp., Boston shoe chain.

• **Frank Read**, general manager of Besse, Osborn & Odell, Inc., Boston sheep leather firm and one-man leather propagandist, continues his series on leather March 8 when he addresses the

staff and directors of the Fellsway Cooperative Bank of Malden, Mass. Read's talk on Production and Use of Sheep Leathers will be illustrated as usual with colored slides. He recently spoke before the Terrell Rotary Club of Terrell, Texas.

• **Howard Menitov** has been appointed sales promotional manager of juvenile footwear of Miles Shoes. He was formerly men's, boys' and children's shoe buyer at the Fedway Stores Division of Federated Department Stores.

• **John L. Stone** has been elected vice president in charge of sales of Craddock-Terry Shoe Corp., Lynchburg, Va. **Charles G. Craddock** was re-elected president; **P. N. Burton**, executive vice president in charge of manufacturing; **L. F. Almond**, vice president in charge of merchandising; **A. V. Weekly**, treasurer; **H. A. Hogan**, secretary-controller; and **J. T. Hopkins**, assistant vice president in charge of sales.

• A \$1,000,000 gift to Washington University in St. Louis has been pre-

sented by Mr. and Mrs. David P. Wohl. Wohl retired in 1951 as president of Wohl Shoe Co. when it was merged with Brown Shoe Co. He first opened the St. Louis firm in 1916 with about \$5,000 capital and built it into a \$33 million business.

• **Bancroft W. Henderson** has been appointed director of sales of American Cyanamid Co.'s Organic Chemicals Division. Henderson was formerly manager of Intermediate & Rubber Chemicals Department of



Calco Chemical Division. The Organic Chemicals Division has been formed to embrace the development, production and sales of products of the former Dyestuff, Textile Resin, Intermediate and Rubber Chemicals, and other departments.

LEATHER

YESTERDAY — TODAY —
ALWAYS

DERMABATTE

COMPOUNDS AND LIQUID EXTRACTS
AMERICAN EXTRACT CO.

PORT
ALLEGANY, PA.



Not merely a name, but
a brand of Distinctive Ex-
cellence.

MANUFACTURING SPECIALISTS—FATLIQUORS, SULPHONATED OILS,
HARD GREASES AND SOAPS FOR TANNERS

The Services of our Research Laboratory are at your Disposal.

WHITE & HODGES, INC.

Everett, Massachusetts

(Boston Postal District)

CONFERENCE EXHIBITORS

Many New Machines and Products To Be Introduced In Cincinnati

Acme Staple Co. Camden, N. J.

Booth number: 331

Featuring: Inverted motorized buckle and bow attaching stapling machines; motorized bow making machine; new special machines for assembling and attaching tie bows with foot and motorized inverted stapling equipment.

Representatives: A. J. Paynter and others.

M. B. Adrian & Sons X-Ray Co. Milwaukee, Wisc.

Booth number: 303

Featuring: Fluoroscopic X-Ray shoe inspector for tack detection and quality control.

Representatives: M. B. and Donald Adrian.

Advance Silk Thread Corp. New York, N. Y.

Booth number: 304

Featuring: Silk and nylon threads; new lariat stitching and solid bobbins.

Representatives: J. M. Philips, Leonard Kranas, L. C. Glass, C. P. Ballard, Jos. Hutchinson.

American Biltite Rubber Co., Inc. Chelsea, Mass.

Booth numbers: 313 and 314

Featuring: Soles; heels; Nuron-Crepe soling and Everlite soles; Nuron soles; Sure-step safety soles; composition soling; top-lifting; new Squeez Gee crepe soles and Flex-Way golf soles.

Representatives: Eliot Bernstein, L. I. Fitzgerald, Wm. F. Foshage, Jr., Henry Lee, Sam Rubin, Jerome M. Schlakman.

American Finish & Chem. Co. Chelsea, Mass.

Booth number: 444

Featuring: Sole treating oils; new Amflex sole treating oil.

Representatives: Solomon Pinstein, Stanley Halperin, Leo Kelaher.

American Safety Table Co., Inc. New York, N. Y.

Booth number: 319

Featuring: A complete line of equipment, including new models such as the AMCO totally enclosed Motor Drive, AMCO Uniflex stand, patented Brake Release, new types of Extension Boards, and various types of stands. The totally enclosed motor offers seven new features said to increase production and cut costs. With the Uniflex Stand the operator can make sewing machine changeovers more efficiently. The Brake Release permits free turning of sewing machine handwheel without treading.

Representatives: Julian C. Frankel, Sydney Hirsch, Jack Schaeffer.

American Stay Co. Malden, Mass.

Booth number: 431

Featuring: Samples showing the work of the Union Lock Stitch machine and pamphlets describing it; new H P B binding and various new trimmings made from H P B as well as other stripping.

Representatives: Edw. Luitwieler, Roy Watson.

American Thread Co. New York, N. Y.

Booth numbers: 321 and 322

Featuring: Nylon; Dacron; Star disc bobbins; "Intrinsic" thread; new Star knotless thread made of Dacron put up on 40 oz. knotless tubes for outsole and welt stitching. Its special characteristics are highly resistant to acids, alkalis, moisture, mildew and perspiration. It stands up to flexing and abrasion; sews easily and smoothly.

Representatives: C. E. Bowne, W. J. Fluegel, B. V. Lavery, G. V. Decker, H. Lauxman, R. L. Williams, Mr. Weller, W. Branham, Mr. Nelson, M. Marx.

Andrews-Alderfer Co. Akron, Ohio

Booth number: 423

Featuring: Andalfoam cushion lining, embossed cushion, products for innersoles, fillers, etc. New use of Andalfoam cushion lining in shoe vamp, a fabric coated with thin-gauge foamed latex, from .040 to .050 thick. The foam is spread on fabric in the "whipped cream" state, then vulcanized to it, which bonds the two materials together so they adhere by millions of tiny rubber fingers embedded in the fabrics. Since no adhesives are used, the combination retains its breathing qualities. This material can be used as a plumper and, for this purpose, the foam is reinforced with a low priced cotton sheeting. When foam is combined with peppron, faille, drill, twill, or other suitable fabric, it can be used as a combination plumper and lining; also for lining tongues and straps, or any place where a cushion is desirable. When used as a plumper, it permits embossed effects that remain permanent, since the foam does not harden, disintegrate or collapse, and is not harmed by normal ranges of heat and cold nor by water.

Representatives: E. Don Parks, G. W. Williams, R. C. Whitmore, J. R. Hess.

Armstrong Cork Co. Lancaster, Pa.

Booth number: 330

Featuring: Cork composition, cork and rubber platform materials; cushion cork and cushion cork foam insole cushioning materials; cold process cork bottom filler.

Representatives: H. R. Ensor, L. W. Macomber, C. T. Potts.

Atlantic Heel Co., Inc.

Roxbury, Mass.

Booth number: 411

Featuring: Complete line of heels, both unfinished and prefinished; cushioned innersole strips; cushioned platform material; conventional innersole strips; new pre-finished novelty type heels.

Representatives: Joe Corman, Al and Irving Keiter, Al Meier, Harold Dieckhaus, Al Schwab.

Atlas Shoe & Sewing Machine Co. New York, N. Y.

Booth number: 418

Featuring: New Sandt Electro-Hydraulic Clicking Press, Model ST 104; Falan 58 High Speed Lockstitch McKay Stitcher; Forthchritt Skiving Machines; Lining Marking and Production Sheet Stamping Machines; California Wrapper Turning Machine; Strap Cutting Machine.

Representatives: Walter Slodki, John I. Elliott.

Avon Sole Co.

Avon, Mass.

Booth numbers: 311 and 312

Featuring: Avonite; Cush-N-Crepe; Duflex Avonite; Duflex Nap; Tri-Vac; Tru-Stance; new Avonite patterns for growing girls', misses' and children's; new Cush-N-Crepe design soles and colors; new treatments of natural crepe in soling on welts and cements.

Representatives: John R. Hubbard, Sydney R. Miller, John L. Green, Fred F. Field, III, Richard R. Ketchum, Howard W. Harding.

Ayrlyte Corp.

New York, N. Y.

Booth number: 309

Featuring: New Ayrlyte lockstitch welted process.

Representatives: C. G. Keferstein, Fred L. Ayers, J. R. Garside.

Barbour Welt Company Brockton, Mass.

Booth numbers: 337 and 338

Featuring: Stormwelt and specialty welted. New Stormwelt in heavier weights, 5/32 and 6/32, a compromise between the regular Stormwelt and the extremely heavy Stoutedge Stormwelt; these heavier weights give thicker edges with the soles now being used or will enable use of a lighter sole with maintenance of present edges. New Super Stormwelt, a variation of the original Stormwelt, made with a double rib or bead, allowing for numerous variations in color-contrast between the two beads; despite the apparent complexity of this dual-bead construction, the welt is developed from an original flat strip of leather without cutting or breaking the grain surface. New Rugged Super Stormwelt, similar to Super Stormwelt except that, while the lower rib or bead is smooth, the upper rib is heavily pimpled or toothed, giving a particularly rugged effect. New Stoutedge Stormwelt which, although a full $\frac{1}{4}$ " thick, is also worked out from one piece of solid leather, producing a particularly heavy edge on shoe; Slip tap or midsole may be eliminated, attaining added flexibility without loss of edge thickness. New platform welt, consisting of one integral piece of leather so cut and folded as to allow Goodyear construction, with a cover drawn down over the stitch-receiving groove and folded underneath the base of the welt and sole filler.

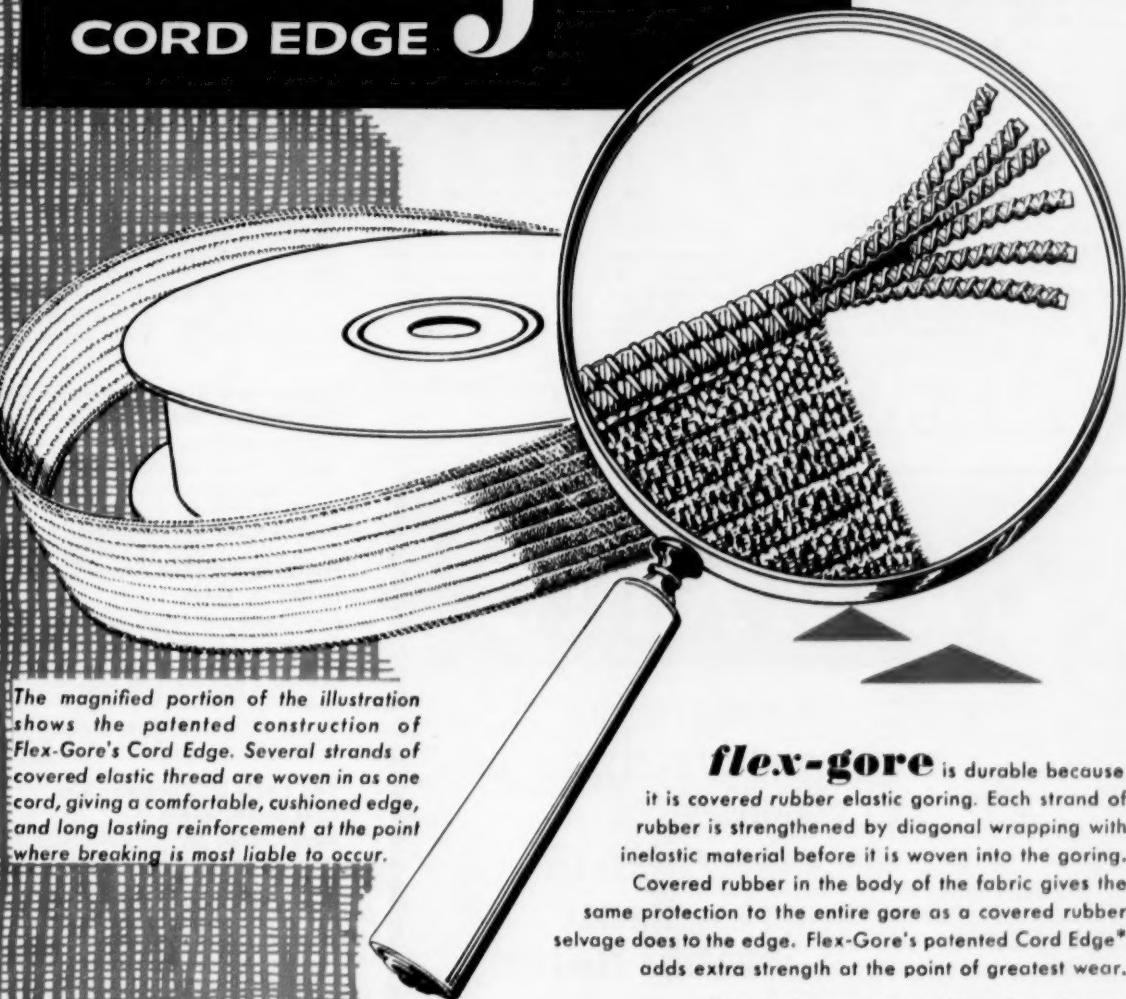
Representatives: Francis Shea, Eldon Peterson, Percy Churchill, Richard H. Barbour.

the gore wears as well
as the shoe when it's . . .

flex-gore®

CORD EDGE

See us at
BOOTH 406
Netherland Plaza
FEB. 14-16



The magnified portion of the illustration shows the patented construction of Flex-Gore's Cord Edge. Several strands of covered elastic thread are woven in as one cord, giving a comfortable, cushioned edge, and long lasting reinforcement at the point where breaking is most liable to occur.

*U.S. Pat. No. 2,582,169

flex-gore

is durable because it is covered rubber elastic goring. Each strand of rubber is strengthened by diagonal wrapping with inelastic material before it is woven into the goring.

Covered rubber in the body of the fabric gives the same protection to the entire gore as a covered rubber selvage does to the edge. Flex-Gore's patented Cord Edge* adds extra strength at the point of greatest wear.

Protect the reputation of your brand name by using durable, dependable Flex-Gore in your gored shoes. Flex-Gore is made in a wide variety of styles in standard widths and colors, and is also made to individual specifications on special orders. Write today for samples of Flex-Gore Cord Edge.

MOORE fabrics | Washington Street, Pawtucket, R.I.

**Bay State Shoe Supply Co., Inc.
Wakefield, Mass.**

Booth number: 306

Featuring: Bayco innersole products; fitted insole strips; sheet stock, cork, fibre, sponge rubber platforms; specialized materials combinations.

Representatives: Leo Mascott, Harvey Bloom, Ralph Brawley.

**Belding Heminway Corticelli
New York, N. Y.**

Booth number: 327

Featuring: Nymo and Belding Corticelli silk, cotton and nylon threads; ready wound bobbins.

Representatives: Jos. Maitland, Jack Loehr, J. Schaefer.

W. S. Bessett, Inc.

Lynn, Mass.

Booth number: 308

Featuring: Custombilt sewing machine attachments, parts and special fittings. A new Double Fold Stripping-Making Machine designed so that four different widths of double fold stripping can be produced without any machine changeovers. Representatives: Worth Besset, Ray Cutler.

Boston Machine Works Co.

Lynn, Mass.

Booth number: 318

Featuring: Boston Hot-Melt Spotting machine; Special Cementing machine; new sewing machine parts and late developments in tape (paper, composition, etc.).

Representatives: J. M. Calder, A. J. Courtemanche, F. H. Finnegan, W. P. Osgood, Ray Mueller, W. F. Hafner, A. Wohlmann, V. E. Hoffman, J. Hank, James B. and T. C.

Newman, Jr., R. H. Illingworth, R. D. Goldsworthy.

Brown Company

Boston, Mass.

Booth number: 416

Featuring: Onco Insoleated innersoling.

Representatives: U. J. Dacier, F. J. Leahy, C. F. Brown, J. L. Devine.

**Central States Thread Corp.
Cincinnati, Ohio**

Booth number: 447

Featuring: Nylon, orlon, dacron, silk and cotton threads.

Representatives: Harry M. Glaser, Alfred G. Schwab.

**Compo Shoe Machinery Corp.
Boston, Mass.**

Booth number: Parlors "E-F"

Featuring: Automatic heel seat lasting machine; rotary pounding and ironing machine; outsote stitching machine; strength heat activated adhesives 5142 and 5134 pressure type and 54000 flexible type; adhesives for volume production 6000 series heat activated pressure type; 7000 series cold spot pressure type and 9000 series flexible type; new Compomatic sole attaching press and 18 jack sole attaching conveyor with new Model E activator.

Representatives: Chas. W. O'Connor, Wm. Solar, John H. Devine, Jas. F. Long, Geo. T. Swing, Chas. A. Sullivan, Henry Perry, Frank A. Waterson, Gladstone Riley, Jas. B. O'Brien.

Cosma Shoe Mch.

**Div. Pan Amer. Trade Dev. Corp.
New York, N. Y.**

Booth number: 432 and 433

Featuring: Imported machinery; Cosma Swedish steel clicker dies made from pre-sharpened and pre-hardened Swedish spring steel, cold-bent to the pattern with utmost precision; single or double edged, $\frac{3}{4}$ inches high; Sandt-Leilich Automatic four-station heel screwing-on machine, which attaches to every type of wooden heel while on the last, in connection with the cementing process, and performs the following operations: jack the heel, counter sink, drill, and screw with blunt screw.

Representatives: Otto Springer, Richard Neuer, John N. Sladota.

Cushman & Marden

Boston, Mass.

Booth number: 446-Parlor G

Featuring: Cotton linings; flannels; new linings treated with Puratize.

Representatives: Herb Marden, Will Tucker.

**Davis Box Toe Co., Inc.
New York, N. Y.**

Featuring: Hercules "S" solvent-activated box toes; Hercules "T" heat-activated box toes; Shadow box toes, and Leatherall semi-soft toe material; new Hercules "S" unlined, a polystyrene resin solvent type box toe for unlined shoes, with one side of the material treated so that it will not adhere to the last.

Representatives: Harry Karet, M. K. Musnick, Frank Hobsetter, Jos. Hall, Chas. Rogers, Harold Finen, Victor Heartel, Ross Barbour.

**Dewey and Almy Chemical Co.
Cambridge, Mass.**

Booth number: 323

Featuring: Welting; insoling; coating base; plumper material; midsole; adhesives; hot wells.

Representative: Geo. L. Curran

**Fostoria Pressed Steel Corp.
Fostoria, Ohio**

Booth number: 305

Featuring: Infrared drying equipment; lighting equipment for machines and benches; new black light units for sewing machines.

Representatives: Paul H. Krupp, Walter H. Rhoades, Wm. L. Anderson.

**The Louis G. Freeman Co.
Cincinnati, Ohio**

Booth number: 317

Featuring: Model C Upper Shaping, Model BW Rotary Edge Setting, Model B Heel Burnishing, Model L Cut-Out and Model LT Shaping machines; new type forms on Model C Upper Shaping and Model LT Shaping machines. Model BW Rotary Edge Setter combines edge setting with burnishing and polishing with one handling of shoe.

Representatives: R. Bergman, E. Bolhofner, A. J. Chasse, B. W. and B. W. Freeman, Jr., L. G. Freeman, Jr., A. J. Langlois, J. Ridder.

**The B. F. Goodrich Co.
Akron, Ohio**

Booth number: Parlor O

Featuring: New extra soft heel for men's dress shoes.

Representatives: F. A. Lang, L. E. Rohrbaugh, C. F. Webb, L. Smith.

LA-MATIC

- ★ SOLE LAYING PRESSES
- ★ SOLE ATTACHING PRESSES
- ★ SOLE ROUGHERS
- ★ SHOCK FREE CLICKERS
- ★ SOLING and SPECIAL PURPOSE CEMENTS

Lamatic equipment is soundly designed and thoroughly performance tested. It is dependable in production and profitable in operation . . . backed by 25 years of progress in cements and cementing equipment.

SOLD OUTRIGHT BY

LAMAC PROCESS CO.

ERIE, PENNSYLVANIA

LEATHER and SHOES

Goodyear Tire & Rubber Co., Inc. Akron, Ohio

Booth numbers: 341 and 342

Featuring: "Airfoot," a completely new lightweight cushioning material possessing exceptionally high qualities of porosity, resiliency and tensile strength. This is not Airfoam, but has an entirely new foamed material developed for specific properties of high compression and low weight and suitable for use in all styles of footwear.

Representatives: C. M. Sharples and others.

Goodyear Tire & Rubber Co., Inc. Akron, Ohio

Booth numbers: 344 and 345

Featuring: Safe-T-Lite soles; Neolite crepe; Porocel innersoles; Crown Neolite.

Representatives: G. G. Kerr, C. B. Marks, F. R. Evans, W. W. Shultz, R. S. Milliken, C. A. Dana, E. J. O'Brien, L. B. Hood, W. E. Kavenagh, R. H. Harris.

Gould & Scammon, Inc.

Auburn, Me.

Booth number: 442

Featuring: Softie counters of Texon and Darez; complete line of fiber counters; new Articor counters, made from sheets of reformed sole leather fibres bonded with natural latex.

Representatives: Oscar J. Scammon, Ralph A. Gould, Jr.

Gro-Cord Rubber Co. Lima, Ohio

Booth number: 420

Featuring: Neo-Cord, Neo-Cork, Neo-Comp and Neo-Crepe.

Representatives: J. S. McKinsey, D. J. Wrigglesworth, R. E. Farnham, E. L. Babcock, D. W. Murray, K. F. Trimble, T. J. Giblin, Jr.

H. & W. Shoe Supplies Co. Dumont, N. J.

Booth number: 332

Featuring: Elastic goring; plastic trimmings.

Representatives: N. L. Wershing, Sidney H. Brown, Harry Batchelder, Irving Zanchek.

Hartley Tool & Die Co., Inc. Thomaston, Conn.

Booth number: 333

Featuring: Tungsten carbide tipped wear parts.

Representatives: B. M. Lewis, J. J. Neagle, E. W. Hartley, Jr.

The Heminway & Bartlett Mfg. Co. New York, N. Y.

Booth number: 404

Featuring: Nylshu and Dashu threads and braids made from nylon and dacron; new Nylshu Littleway and Dashu Littleway nylon and dacron threads for use on the Littleway machine, treated with a special finish and processed by "Uniset" method; New hobbins for this machine made with a special braided nylon thread. New braided Nylshu and Dashu threads, specially constructed and finished by the "Uniset" process for the Goodyear O.R.L. machine

in a complete range of sizes for use with either hot or cold wax. New knotless packages of Nylshu and Dashu Goodyear in-seaming threads in weights up to 4 lbs. New Nylshu and Dashu running threads for all upper stitching operations; Hembobs in most bobbin styles and in all sizes of threads.

Representatives: Ernest W. Cox, Stanley J. Smith, Jerry Burg, C. Duane Houk, Walter E. Thompson, Paul O. Noack.

International Shoe Machine Corp. Cambridge, Mass.

Booth numbers: 328 and 329

Featuring: New ISMC Duomatic Sole Press for attaching pre-spotted soles. Handles two shoes at a time in each of two stations. Has fluid-type pressure pads and is designed for use with conveyor systems, pass systems and in high production factories. New ISMC Two Station Sole Press an all purpose sole attaching press. For general use in factories where a wide range of styles and heel heights are being made. Designed for use with heat-activated or pressure-sensitive cements. New ISMC Thermalaster for combined cementing and side lasting. Eliminates pre-cementing operations by extruding fast-setting Thermobond cement on the lasting allowance while lasting. New ISMC Toe Preforming machine for shaping vamps of closed-toe California shoes. Forms and wipes tempered vamps, with or without box toes, moulding to proper toe contours. New ISMC Staple Side Lasting machine for

Kamborian lasting with staple fastenings. Designed to handle work which cannot be cemented easily.

Representatives: J. S. and A. Kamborian, L. F. Norsworth, P. N. Vonckx, V. E. Santilli, R. B. Ganley, A. T. Hooper, Rocci Papaleo, A. Shamlian, D. Thompson, T. Martschinsky.

George O. Jenkins Co. Bridgewater, Mass.

Booth number: 326

Featuring: "Naturō" midsoling; "Spectre" two-tone built-up heels; "Leatherok"; "Fibalin" midsoling for shanks or dutchmen, in brown, black and white; "Suntan" and "Titan McKay" midsoles, spring heels and seat lifts; "Titan Tinted" for stacked heels; "White Ivory" solid white heel; "Titan Brown Shanking." New "Lefatex 78" counter material—soft, smooth top line skived paper-thin yet without a waver in its edge. Now to be made in the United States under license from Salamander. Available exclusively through Jenkins. Available now on a limited and priority basis only. Although first production of this material in this country will be "Lefatex 78-Regular" samples will also be available of other counter materials: "Lefatex 78-Flexible" for suede and kid shoes; "Lefatex 2015" for slip lasted or Califorians and for insoles; "Lefatex 40" for midsoles.

Representatives: Geo O. Jenkins, Jr., Axel M. Anderson, Geo. H. Curtis, Jr., Gideon E. Nelson, Arthur T. and Robt. A. Karow, Fred W. Trezise.

Decorate with heated DIES

For uniformity -- so important in embossing -- use the original, dependable, time-tested Freeman Machines.

REDUCE OPERATIONS . . . in a single operation, mold, slash and emboss moccasin seams — a pair at a time, in the same operation you can also emboss center plug designs, intricate fancy stitching by utilizing isolated stitching elements which are incorporated in the embossing die. The entire treatment is completed in one operation.

If you prefer contrasting decoration, emboss in color.

IMPROVE QUALITY . . . Note the improvement in your work — in uniformity and high quality and the continuous production of finished pairs.

Send us your own parts and let us do the rest. See how they look. We can use your design or you can select from our originals.

LOUIS G. FREEMAN COMPANY
CINCINNATI 14, OHIO

SALES AND SERVICE IN PRINCIPAL CENTERS

**Lamac Process Co.
Erie, Pa.**

Booth number: 430

Featuring: 1954 La-Matic sole attaching presses—Models 502 and 504, Model 522 with Timer, Four Station Rotary Press, Heat Activator, Sole Rougher; new La-Matic 1236-F sole attaching cement, a fast drying Neoprene base cement for sole attaching or sole laying.

Representatives: M. C. Suerken, A. T. Hughes, H. W. Benim.

**Lawrence Process Co., Inc.
Lawrence, Mass.**

Booth number: 445-Parlor G

Featuring: Perma-seal plastic welting; new Perma-flex polyethylene counters and polyethylene midsoles for which we are the first concern to be licensed by Endicott-Johnson Corporation for the manufacture and sale of these patented polyethylene counters.

Representatives: Ed Hogan, Mort Oppenheim, Charlie Bell.

**Dan Lewis, Inc.
Haverhill, Mass.**

Booth number: 306

Featuring: Homasote wedge and spring heels; cork platforms, material, and products; airfoam fillers; heel tucks.

Representatives: Dan and Richard Lewis.

**The Linen Thread Co., Inc.
Paterson, N. J.**

Booth number: 302

Featuring: Threads—twisted linen and cotton solesewing, braided solesewing, twisted nylon and dacron solesewing; braided and twisted cotton Model "O" and braided Model "C" ready wound bobbins.

Representatives: H. Wickliffe Rose, T. Dahlstrom, R. C. Hewins, H. Kennedy, W. J. McHenry, E. C. Curry, R. S. Jenkins.

**Ludlow Mfg. & Sales Co.
Boston, Mass.**

Booth number: 435, North Exhibit Hall

Featuring: Flax fiber in various stages of manufacture; samples of finished products—linen shoe threads in soft, waxed, and polished finishes, mildew resistant finishes, colored threads, etc.; jute twine for tying shoe parts in bundles in the stitching room. Improved put-ups, packaging and treatments of linen thread to give it the quality of mildew and moisture resistance.

Representatives: W. R. Brock, S. C. Hurlbert, Wilbert Dionne, J. J. Rowan, C. H. Evans.

**Lynn Innersole Co.
Allston, Mass.**

Booth number: 425

Featuring: Complete line of innersoling, platforms, wedges, cushion innersoles, bottom materials.

Representatives: F. J. Deastlov, Hy Feldman, E. P. Schwartz, E. E. Furstenau.

**Manufacturers Supplies Co.
St. Louis, Mo.**

Booth numbers: 413 and 414

Featuring: Crown Band Knife Splitter; Excel Reinforcing Taping Machine; all models SAS Skiver; steel and combination shanks; fiber counters.

Representatives: C. F. Freeman, E. D. Coston, Floyd Dabney, Ed Beck, Ed Stahlhuth.

**Markem Machine Co.
Keene, N. H.**

Booth number: 409

Featuring: Model 32A Tag Marker for marking case and stock number, size run, pair, width, etc. on piecework payroll coupon tags, production tags, combined production order and payroll coupon tags.

Representatives: John G. Powers, Irving Oles.

**Minnesota Mining & Mfg. Co.
St. Paul, Minn.**

Booth number: 307

Featuring: Pressure-sensitive tapes and tape dispensers. Demonstrations of the new 3M Stripping Process using "Scotch" brand filament reinforced double-coated cloth shoe tape No. 975 used in conjunction with commercially available stripping equipment.

Representatives: C. N. Del Porte, W. P. Tenge, R. C. Caldwell, J. E. Cameron, W. A. Coates, J. D. Fond, E. R. Huselman, R. F. Lenox, J. W. Sweeney.

**Mitchell & Smith Div.,
Sheller Mfg. Corp.
Norfolk, Va.**

Booth number: 435

Featuring: Composition cork, cork and rubber platform and combining materials.

Representatives: H. C. Stouffer, R. J. Daulton.

**Moore Fabric Co.
Pawtucket, R. I.**

Booth number: 406

Featuring: Flex-gore-Cord Edge; woven and braided goring; new Leth-R-Lyke Gore.

Representatives: R. Goff, C. Clark, H. Kemper, J. Guhman, R. Grossenbach, G. Dellinger.

**Nosnip Binding Corp.
Lowell, Mass.**

Booth number: 439

Featuring: French cord binding.

Representatives: C. W. Churchill, Jr., and others.

**Pacific Mills
New York, N. Y.**

Booth number: 315

Featuring: Cotton linings and cotton flannels; new Pacifate protection lining which resists mildew, athlete's foot fungi and other micro-organisms.

Representatives: D. L. Jones, W. O. Chapline, J. C. Guhman, L. W. Runge, C. W. Sweeney, and M. Stone.

**Pawling Rubber Corp.
Pawling, N. Y.**

Booth number: 412

Featuring: Parco last repair materials, plugs and rods, drills, clicker pads, last cement; new Parco Pads.

Representative: W. Malcolm.

**Pepperell Mfg. Co.
Boston, Mass.**

Booth number: Room 719

Featuring: Linings and doublers for men's and women's; reinforcing materials and backing fabrics; specialty linings including Pepron, Pepron-S, Pepron-C, Pepron-I, Pepron-P, Vulcatax 25, Vulcatax

C, Vulcastay, Resinap, Viscon, WearProof, Plylining; new Pepron-Cristex, a combination lining and doubler, the face fabric Pepron, a high tenacity viscose rayon drill, and the back fabric a medium weight single napped cotton flannel. The method of combining makes it more porous and breathable than the average cotton vamp lining.

Representatives: F. H. Russell, D. F. Pitcher, M. E. Foss, C. H. Gibbons, J. E. Walsh, T. J. Gormley, O. J. Sharpe, O. J. Von Lahr, L. T. Bartlett, Jr., C. H. Stockett.

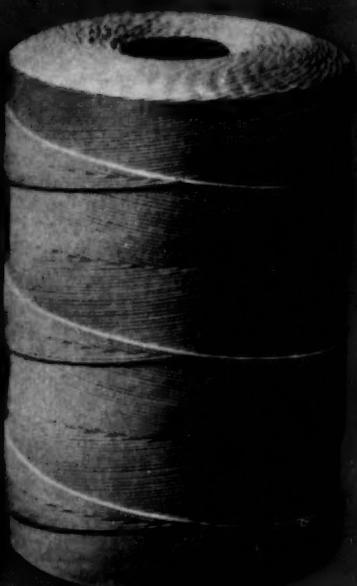
**Pfaff Industrial Sewing
Machine Corp.
New York, N. Y.**

Booth numbers: 335 and 336

Featuring: New Stopmatic-Motor, which stops the machine by a touch of the pedal with the needle in the highest or lowest positions, so the operator may remove or turn the material instantly, saving considerable time and preventing thread breakage. New Automatic Bobbin Changer, consisting of clip-magazine containing 20 bobbins which can be adapted to fit every sewing machine with a vertically set hook to take care of the automatic change. New X Device, with a kneelifter switch to raise the sewing foot electrically. New Y Device, which by a touch on the switch mounted on the top surface of the table, reverses the stitch without requiring the operator to change position of the hands. New subclasses of Tacking Machine 3334: a right angle Blucher Bar and a five corner Strap Attacher. New double lock-stitch Bar Tacking Machine, for automatic bar-tacking operations on very fine to very heavy leather. Class 3334 features two separate cams, one for feeding across and lengthwise, the other for thread cutting action; improved thread trimming device; double-spring activated stopping device plus safety brakes which slow machine automatically just before stand-still, insuring shock-proof performance and reducing strain on machine parts; size of cylindric arm 2-11/16"; bobbin holds 73 yards of 40/3 thread. New sub-class 195-317, single needle high speed Post-Bed Machine, with compound feed and alternating pressers, especially constructed post for sewing mocassin stitched shoes with or without binding. New sub-class 193-5-0225: one needle high speed Post-Bed Lock-Stitch machine, underedge trimmer, with horizontal trimming device driven from the post, knife action 2 : 1, with intermittent wheel feed or drop feed, large working space 11 1/4" x 4 1/2", transmission completely gear driven, all gears enclosed in lubricated housings, with exclusive Pfaff hook, compact and small trimming device, upper part of post unobstructed; new designed knife bracket and guard facilitates placement and removal of the shoe upper. The whole operating unit now moves in a 60 degree arc as against the 90 degree arc formerly used. This unit takes either a Pfaff blade or any American made blade. This unit should greatly speed up top stitching and underedge trimming of linings in one operation, especially on fully closed narrow shoe uppers. Class 434 superspeed, streamlined Single Needle Lockstitch Machine, fancy sticher, with fully enclosed bed-plate, built-in oil pan, automatic lubricating system, suction pump removes surplus oil from heads of machine, vibrationless, noiseless with reverse stitching mechanism, hand or foot controlled. Class 335: Single Needle Right-Arm High Speed Binding Machine equipped with synchronized binder for ordinary binding, bias binding,

Safety Shoe Manufacturers Say— YOU CAN'T BEAT STAR KNOTLESS THREAD Made Of Dacron®* For Outsole And Welt Stitching

Put Up On
40 oz. KNOTLESS TUBES



BECAUSE—it is highly resistant
to acids and alkalis

BECAUSE—it is highly resistant
to moisture and mildew

BECAUSE—it is highly resistant
to perspiration

BECAUSE—it stands up to flexing
and abrasion

BECAUSE—it sews easily, smoothly

*DuPont's Trademark for its Polyester Fiber

SYNTHETIC THREAD
DIVISION
THE AMERICAN
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A Service To Shoe Manufacturers

AMERICAN THREAD'S

SEAM ENGINEERING®

Perplexed by a stitching problem? Wondering what thread combination to use? Or what basic thread fiber—cotton or synthetic—would be best? Or what should be the minimum number of stitches for your purposes? Or how to get around a tough sewability problem? Ask your American Thread Company representative about SEAM ENGINEERING. It's a laboratory service offered to thread users without charge—and it's already helped solve these and countless other seam problems for many manufacturers.

SOLES **STAY** FLEXIBLE
when they are treated with



SOLE TREATING OIL

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PARLOR G—SPACE 444
Factory Management Conference

AMERICAN FINISH & CHEMICAL CO.
1012 BROADWAY • CHELSEA, MASS.

ATTENTION MANUFACTURERS

Remember the old days when the shoe cutters used to cut by hand with a bound pattern? Production was very poor. The main reason was that cutters using that type of pattern weren't sure of the quality of leather under the pattern. Therefore, there were plenty of rejects.

Then the open clicker came on the market. The cutters can see all the skin—also the ease of handling plus the increased production.

Would you like to go back to those days? If not, always demand the ALL-OPEN DIE and keep up your quality and production.



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537 BROAD ST., LYNN, MASS.

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ELK SIDES
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Flexible Splits

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EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.

French binding, etc., features compound feed with alternating pressers and gear driven rotary hook; the synchronized binder is very close to and has always the same distance from the needle, eliminating puckering and wrinkling, permitting perfect binding around sharp angles, resulting in tighter and neater performance and providing the possibility of stitching very close to the edge of the tape; very small head of the lower cylindric arm of 1 1/8" facilitates sewing of small tubular parts; especially adapted for binding shoe uppers, canvas shoes, sandals, slippers, shoe straps, etc. Class 1944 Double Needle Post-Bed High Speed Machine for vamping, with drop feed and roller presser, working space, large, 11 1/4" x 4 1/2", transmissions completely gear driven, all gears enclosed in lubricated housings, with exclusive Pfaff hook, with reverse stitching mechanism.

Representatives: W. Heimann, C. Benink, Paul Zellweger, Irving Steinbach, Hans Maschmann, Laurence J. Melnick.

Potdevin Machine Co.
Teterboro, N. J.

Booth number: 405

Featuring: Latex cementers.

Representatives: Jos. S. Hawkins, D. J. Donohue, L. Glass, J. Hutchinson, E. Overstreet, C. and A. Holmes.

Premier Thread Co., Inc.
Pawtucket, R. I.

Booth number: 421

Featuring: Nylon and dacron Polyester inseaming and lockstitching threads; nylon hand sewing moccasin threads; new line of nylon Littleway threads and bobbins.

Representatives: T. F. Mahoney, T. O. Lee, J. A. Giglio, R. E. Glennon, H. V. Bextel, H. McMurray.

Prime Mfg. Company
Lynn, Mass.

Booth number: 427

Featuring: The Prime innersole Process.

Representatives: R. W. King, C. Strickland, F. Barton, M. Pehrson.

Proctor Counter Co.
St. Louis, Mo.

Booth number: 425

Featuring: New Sofline, a specially processed fibre counter. Without sacrificing the firm sidewalls and solid heel seat of fibre counters, its new feature is a soft topline that hugs the last.

Representatives: Frank and Kenneth A. Proctor, Gene Jantzen, Chas. Cashin, Edward Schilling.

Puritan Mfg. Co.
Boston, Mass.

Booth number: 408

Featuring: Sewing machines.

Representatives: John R. Lingley, Irving H. Stevens, Edw. W. Tamulonis, Raymond L. Burnside, Sr. and Jr.

Respro Inc.
Cranston, R. I.

Booth number: 441

Featuring: Quarter lining; sock lining; reinforcing. New Vinyl coated sheetings

combined to supporting materials and faille for upper stock in variety of finishes and grains; Vinyl coated sateens for platform wrapping, and sock lining in California slip lasted; Respoid 1000 with Patent Shukid Finish; Respoid sheeting for upper stock with Patent Shukid Finish.

Representatives: John Manion, Fred Newman, John Shevnell, Richard Barnard, Vernon Giles, R. Riesenberger.

A. H. Rice Co. Pittsfield, Mass.

Booth number: 310

Featuring: Nylon threads, fitting room; bottoming room; hand sewing; new booklet "Shoemakers' Guide."

Representatives: Stephen Uchman, John Rice, Robt. LaBonte.

Rotary Machine Co. Lynn, Mass.

Booth number: 407

Featuring: Folding machine.

Representatives: John J. O'Leary, Cecil Garner, Wm. F. Howard.

Saul Brothers Chicago, Ill.

Booth number: 339

Featuring: Piece work tickets for payroll control; coupon register for computing payroll.

Representatives: W. R. and Wm. F. Saul.

Schaefer Machine Co., Inc. Bridgeport, Conn.

Booth number: 340

Featuring: Cementing machines.

Representatives: W. P. Schaefer, Jr., Harold A. Belward.

Lawrence Schiff Silk Mills New York, N. Y.

Booth number: 421

Featuring: Bindings, braids, narrow shoe trimmings.

Representatives: Sidney L. and I. M. Schiff, Gene Barnard, Geo. Gutjahr, Harry A. Batchelder.

Herman Schwabe, Inc. New York, N. Y.

Booth number: 316

Featuring: New hydraulic sole press with dwell control; surplus trimmer; insole channeller.

Representatives: Herman Schwabe, Edgar Haas, Frank Hlobil.

Sewall & Son, Inc. Auburn, Me.

Booth number: 434

Featuring: Insole strips; platform material.

Representative: Arthur Sewall.

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Better than you ever thought they could be made.
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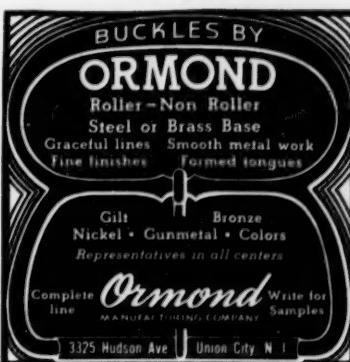
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RANCH TAN — Soft Aniline

SCUFF TAN — Ruffie Aniline

"Rolls Royce Quality Leathers"

Wisconsin LEATHER COMPANY
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**Singer Sewing Machine Co.
New York, N. Y.**

Booth numbers: 324 and 325

Featuring: Two new 180W Class machines for sewing with heavy thread, "Formica" top insert tables, heavyweight steel stands, and totally enclosed individual electric transmitters. Threads in sizes up to 10/6 cord used for foxing, tipping, vamping, and saddle stitching in general, can be easily handled at speeds up to 2,000 stitches per minute. There are single and two needle machines in both post and flat bed varieties. Two 180W double needle machines will be on display. The flat bed 180WSV2 and the post 180WSV4 machines can be had in 1/16" or 3/32" gauges with

a diagonal needle setting, or in 1/8" to 1/4" gauges with needles abreast, solving the problems faced by those who heretofore had to use slow equipment or drastically altered machines for saddle stitching. Machines are mounted on "Formica" top insert tables and individual stands and driven by the recently developed Singer S52 Class transmitters. The "Formica" top tables are of particular interest because of their durability, stain resistance, and the ease with which they may be cleaned. The insert feature provides a simple means for replacing and rearranging machines without replacing or altering the table tops. The tables have insert sections on which the machines are securely mounted so that both the machines and the insert

can be removed as a complete unit and then replaced by another type of machine similarly mounted—it is not necessary to disturb any auxiliary equipment, the stand, table, or motor. The S52 and 53 Class transmitters on exhibit were recently developed particularly to meet the needs of the shoe industry where operator control of machine speed is an important factor. These totally enclosed motors with sealed ball bearings incorporate a new clutch design which permits precise control with short treadle travel.

Representatives: Wm. Ketcham, H. Wedemeyer.

**Stedfast Rubber Co.
Mattapan, Mass.**

Booth number: 427

Featuring: Vinyl and lacquer quarter, vamp and socklining materials under the respective names "Plastikaf" and "Kafsted." Also "Kafsuade," a simulated suede lining material which is not surface flocked, will not erode. Also "Staso," a vinyl and lacquer coated bias binding material. A new self-curing, resilient box toe which automatically converts itself from a limp state at time of lasting, to a quarter section of a rubber ball within the shoe through the progressive curing of the rubber contained in the box toe material by the action of ultra-accelerated curing agents during the course of shoemaking and shortly thereafter. The material, cement and process are patented in the U. S. and Canada.

Representatives: Herbert W. Rubin, Ray Harrison, Edwin D. Covell, A. P. Grossman, R. M. Lindren, P. J. Gerwin, J. C. Guhman and staff, Harry Batchelder and son, and Joseph W. Hall.

**Thomas Taylor & Sons
Hudson, Mass.**

Booth number: 343

Featuring: Elastic goring; laces; elastic and non-elastic braids; new knitted fabrics.

Representatives: Ralph A. Parker, Edw. H. Bryant, Jr., Seamon Steen, Victor W. Haertel, John E. Shevenell, Vernon Giles, Kenneth Mooney, Richard Riesenberger.

**Texon, Inc.
So. Hadley Falls, Mass.**

Booth number: 437

Featuring: Insole, midsole, Dutchman and counter materials; new material called 287 developed for midsoles, Dutchman, rand and counter stock, made with a rag/leather base, superior in trimming, skiving and stitching operations. Available in brown, black and oak colors in 2 1/2 iron through 5 iron single ply.

Representatives: D. F. Mulvihill, E. H. Sylvester, A. J. General, Irving Zamcheck, R. N. Riesenberger.

**Textileather Corp.
Toledo, Ohio**

Booth number: Parlor Q

Featuring: Vinyl coated materials—Tolex, Mustang and Rayette.

Representatives: T. P. Bargmann, O. L. Dixon, L. L. Frost, Jr.

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"Adds a finishing touch to
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Re-orders on this number alone have increased 100 percent within a 4 weeks period. Strong, dependable HPB binding is playing its part in "HEYDAYS" success with this and other outstanding patterns in their nationally advertised lines. HPB can help you, too. Write us today for complete information.



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LEATHER and SHOES

Thompson Shoe Products, Inc.
Brockton, Mass.

Booth number: 443

Featuring: Soletite shoe bottom filler; Sole-Tite Thermoplastic adhesive; Lastic Bond; Thermoplastic adhesive applicator.

Representative: Errol M. Thompson, Jr.

The Torrington Company
Torrington, Conn.

Booth number: 438

Featuring: Needles.

Representatives: C. R. Johnson, W. B. Meeteer, W. R. Reid, Jr., F. G. Stubbs.

Union Special Machine Co.
Chicago, Ill.

Booth number: 417

Featuring: Style 52100 BD, an improved two-needle machine for vamping, foxing, eyelet row stitching, panel stitching, and tipping; Style 52400 A, a streamlined four-needle machine for tip-stitching; Style 51400 BG, an improved two-needle machine for staying operations; new single-needle, Style 51200 BY, machine for closing operations on all kinds of footwear.

Representatives: Larry M. Brown, Arthur J. Feigel, Allan E. Brauch, Elmer E. Gratsch, Z. X. Bennett.

United Last Company
Boston, Mass.

Booth number: 320

Featuring: Slide-O-Matic; Slide-O-Glaze; Slide-O-Jack.

Representatives: From the Boston office and branch offices.

United Shoe Machinery Corp.
Boston, Mass.

Booth numbers: 401, 402 and 403

Featuring: USMC Seam Reducing machine, Model A; USMC's Experimental Hydraulic Cutting machine; Pulling Over Machine of the console type. Each of these machines will be demonstrated.

Representatives: Members of USMC's Boston office.

Vulcan Corp.
Cincinnati, Ohio

Booth number: 334

Featuring: High style lasts in all heel heights, plain and covered wood heels and wedges; improved Vulcan DoAll hinge last.

Representatives: Joe Hendrick, Eric Nelson, Walter Netzer, Ed Schmank, Lou Argus, A. J. Giese.

Western Supplies Co.
St. Louis, Mo.

Booth number: 419

Featuring: Machinery for setting nailheads, cutting, perforating, embossing and crimping.

Representatives: Art, Ats and Roger Altavater, Basil Livingston, Joe Holdrieth, Ike Grogg.

Wilner Wood Products Co.
Norway, Me.

Booth number: 410

Featuring: Wedgie heels.

Representatives: Burton L. Wilner, Arnold Goldblatt.

Wright-Batchelder Corp.
Boston, Mass.

Booth number: 415

Featuring: Dryseal welting and counters; Shepherd castors; new pebble finish on thermoplastic welting; Nite-glo welting.

Representatives: Chas. Batchelder, Jr., R. B. Blackler, Jr., C. Mowery.

W. J. Young Machinery Co., Inc.
Lynn, Mass.

Booth number: 429

Featuring: New Hydraulic Top Lift Attaching Machine, for leather heels while on the last, eliminating slugging. Production is higher, work is neater and uniform, and operation is very quiet.

Representatives: Harold Galpin, Thos. Hutchinson, Emanuel Abrams.

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Markem Methods are engineered to solve specific marking problems. The proper combination of a MarkeM marking machine, MarkeM type and MarkeM ink is matched to the individual requirements. Not only are the properties of the surface itself considered, but also local conditions of temperature and humidity together with your own handling techniques during production, storage and packaging. That is why it is so important that the MarkeM Method be followed completely.

When you have a marking problem, ask MarkeM about it. Send a sample of the item to be marked and details of your needs. MarkeM engineers have worked out practical solutions for many manufacturers. MarkeM Machine Company, Keene 14, N. H.

Letters

Knowledge Conquers Everything

Sirs:

Just a word of sincere commendation regarding your recent editorial devoted to the elimination of Communistic unions in the shoe and leather industry. The information that you have provided the industry has been of great benefit. With the thought in mind that "knowledge conquers everything" this certainly provides the industry with the knowledge to defeat influences within the industry.

Congratulations on your most informative editorial, and with the writer's best wishes for your continuation of this most worthy information.

Charles E. Parish
Executive Vice President

The Lannom Mfg. Co.
Tullahoma, Tenn.

Pointed And Frank

Sirs:

Thanks very much for your pointed and frank editorial of January 16, regarding the need for industry support of Pratt's Leather School.

You may be interested to know that we have been receiving several laudatory references made in regard to your editorial.

Arthur Goetz
Director

School of Leather Technology
Pratt Institute
Brooklyn, N. Y.

Sand In Shoes

Sirs:

I was quite amused to read in one of your recent "Stylescope" pages the predicted use of nylon mesh in golf shoes. Miss Marzbanian should know that there are sand traps on golf courses, and I'm sure that golfers would not like to take off their shoes and dump the sand after each invasion of a trap.

I have noticed for a long time that there is a trend toward lighter weight golf shoes. Up to now there have been very few shoe manufacturers who have recognized this trend. This should be pointed up, so that some of the style people in shoe factories will be brought up to date as to what a golfer really wants to wear.

E. Meltzer

Florsheim Shoe Co.
Chicago

(Note: A check-up of our source reports that nylon is showing considerable interest for golf shoes. Maybe they're selling to professional golfers—the guys who don't get into a sand trap. Ed.)

Deaths

Henry S. Howes . . . 76, tanning executive, died suddenly Jan. 31 at his home in Winchester, Mass. A veteran tanner, Howes was the last survivor of the five Howes brothers who founded Howes Brothers Co., now named Howes Leather Co., in Boston. Active in community affairs, he was a member of the Eastward Ho Country Club of Chatham on Cape Cod, Mass., the Winchester Country Club, and the Algonquin Club of Boston. Survivors include his wife, Georgie B.; two sons also active in the leather business, H. Sherman, Jr., and Frank L.; and a sister, Mrs. Emma H. Nickerson. Services were held Wednesday, Feb. 3 in Waterman Chapel, Boston.

Charles Van Kries . . . 72, leather sales executive, died in Chicago on Jan. 28 after a long illness. He was a sales executive on the staff of J. Greenebaum Tanning Co. of Chicago and was associated with the firm for 26 years. A familiar figure in the shoe trade, he had spent most of his career in the industry. Surviving are his wife Agnes, and a daughter, Miss Fay.

Herman N. Fram . . . 50, leather dealer, died recently at his home in Kansas City, Mo., after a long illness. He owned and operated Fram Leather Co. in Kansas City for many years and was active in the local leather and shoe industry. A native of Lithuania, he came to the U. S. at the age of eight and was a resident of Kansas City for the past 42 years. He was a member of the Congregation Beth Shalom. Surviving are his wife, Sarah; a son, Sanford M.; and a daughter, Miss Harriet Ellen Fram.

Aaron Bershadsky . . . 78, hide and skin dealer, died Jan. 28 in Ancker Hospital, St. Paul, Minn., after a long illness. A native of Russia, he came to the U. S. years ago and was engaged in the hide and skin industry until his retirement 10 years ago. Surviving are a son, Joseph, and four daughters, nine grandchildren and two great-grandchildren.

George A. O'Shea . . . leather executive, died recently in Lynn, Mass. Engaged in the local leather business for many years, he was associated with O'Shea Leather Co. of Lynn.

John T. Crowley . . . footwear executive, died recently in Rockland, Ill., where he was an executive of Servus Rubber Co., manufacturer of canvas and rubber soled footwear.

Coming Events

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

February 27-March 2, 1954—Allied Shoe Products and Style Exhibit for Fall and Winter 1954. Hotel Belmont Plaza, New York City.

March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 4-8, 1954—Advance Boston Fall Shoe Market Week. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturer showrooms in Boston.

April 25-28, 1954—St. Louis Shoe Show. sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

June 7-10, 1954—Annual Convention. American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

July 11-14, 1954—Baltimore Shoe Show. sponsored by Baltimore Shoe Club, Inc. Lord Baltimore Hotel, Baltimore, Md.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

CLASSIFIED ADVERTISING

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Sheep Leather Buyers

NEW ZEALAND TANNERS of light leathers seek buyers for all types of sheep leathers, particularly skivers crust or finished. Apply to:

G. L. BOWRON & COMPANY LIMITED,
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Blue Splits For Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection.

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FOR SALE: One (1) Hyster Turret platform truck. Gasoline operated. 4,000 lbs. capacity; platform 4 feet long by 2 feet wide. Collapses to 11 inches.

Address B-2,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Line Wanted

NEW YORK LEATHER DEALER, catering to ladies' handbag and belt trades, seeks line of hand boarded kips, extremes and sides on outright purchase or commission basis to add to call line. Address B-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Machines For Sale

Sheridan Press 46 x 36" Bed Size—Ideal for double shoulders, etc.
57" Turner Splitter—perfect condition
12" Turner Oscillating Buffer—like new
72" Jacques Shear Knife
8" Turner Bubble Buffers (two)
Address B-5, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Measuring Machine

WANTED: Turner Korset measuring machine, 5' of 6'. Good condition. Give complete description and price.

Address B-6,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Shearing Pieces

WANTED: Offal. Shearing pieces. Natural color $\frac{1}{4}$ " pile, pieces to run from $\frac{1}{4}$ foot to 1 foot.

Address B-7,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

For Sale

1-54" Nightingale Perfection Leather Measuring Machine in good working condition—\$750
1-USMC Model G Pluma Skiving Machine—\$300
Prices uncrated FOB warehouse, Los Angeles.

Address B-9,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

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SALES DEMONSTRATOR: Young tanning technician (8 years tannery experience, including 2 years in laboratory, plus 2 years finishing) desires position demonstrating or in tannery. Willing to relocate. Address B-10, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Leather Executive

Aggressive young man, twenty years experience — from buying hides to merchandising leather. Developer of new lines of wanted leathers. Desires executive position or partnership with going tannery.

Address B-8,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Help Wanted

Design and Production Supervisor

Man experienced in the manufacture of leather and plastic brief cases, camera cases and kindred items; to supervise design and production in medium size plant in middle West. Give full details in first letter. Write Box O-5, c/o Leather and Shoes, 10 High Street, Boston 10, Mass.

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SALESMAN for New York and New Jersey with knowledge of the volume playshoe business to represent a New England distributor of nationally known soiling materials and a complete line of upper fabrics and shoe linings. Salary and commission.

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c/o Leather and Shoes
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Innersoles
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You will save 35% cementing time. Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faille, leatherette, fibre and paper.

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EXTRA FILL...
HI-GLO...
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HIGH STANDARD
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EDGE INKS by HADLEY'S

...they're CUSTOM-MADE TO FIT
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Any type soles...men's and women's...one and two set edges...and heels, glo like no others when finished with HABU-GLO...so easy to apply, so satisfying in results. Made always to fit your particular specifications in color and application. It's the Edge Finish to use for a higher standard of results.

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Have today's new materials created
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FACTORY MANAGEMENT CONFERENCE

Get the complete
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- **RESPROID®** Combined Upper Material.
- **RESPROID®** Vinyl-Coated Sateens for Socklinings in California Slip Lasted Shoes.
- **RESPROID®** Vinyl-Coated Quarterlining and Socklining material with Patent Shukid Finish.

Many improved materials like Resprob Vinyl-Coated Sheetings, Sateens and Socklinings are relatively new with the shoe trade. And as is often the case when new materials are introduced on the production line, a "breaking in" period is needed to learn the best and most economical way of working with them. It's during this period when most production difficulties crop up.

So you're invited to stop in at Booth 441. Experts from Resprob with years of experience stand ready to help you.

Samples of the complete line of Resprob Shoe Products, of course, are yours on request.





elastic

TayLoops and TayloRings

INSPIRE NOVEL VAMP TREATMENTS

You have a wide latitude in clever new shoe designs when you use elastic TayLoops and TayloRings for self-adjusting fit across the instep. Customers appreciate the added comfort, and novel fashion ideas made possible by TayLoops and TayloRings — in colors to match or contrast with upper leathers. New styles build pairage. Comfort keeps pairage high.

Write for samples and style suggestions.



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